



Sistema Económico
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Sistema Econômico
Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen



Setting up an Origin Consortium

Alejandro Siles
Consultor ONUDI

Relaciones Intra-regionales

*Encuentro sobre Consorcios de Exportación para el Caribe
Piura y Lima, Perú
6 y 7 de mayo/ 8 de mayo de 2014
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Setting up an Origin Consortium

*Workshop on Export and Origin Consortia
Peru 06th-8th of May 2014*

Alejandro Siles

Piura, 6th of October 2012



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Creation of a Consortium –Methodology





“Easy” origin consortia – criteria (Peru)

	Criteria - Experience in Peru	0 (no) - 10 (yes)
1	Traditional, special product with strong territorial link that is barely known, but has market potential and can be produced in sufficiently high quantities	
2	Small homogenous producers with low income operating in a remote small region that have a strong socioeconomic need to add value to their product	
3	Producers of the region already know each other well (same small village) and/or are organized in associations	
4	Producers are receiving much support from different NGOs and other support institutions to improve product quality and production techniques!	
5	(Some) producers belong to the formal sector	

BUT ... Producers have big problems to **access markets!**

First awareness raising seminar

Explanation of **advantages of a joint valorization strategy around the typical product** (all producers are invited; approval of municipality).

- **Small producers in rural areas** generally have problems to access demanding markets. They depend on **middle-men** and get low income for their product
- To increase their **bargaining power** vis-à-vis middle-men (and to be eventually able to access directly demanding markets), producers need to:
 - Produce a special, unique, appealing product !!!
 - Get organized and collaborate
 - Ensure that the end client asks the middle-men for their product; which means that the end client needs to know the product, like it and be able to clearly recognize it on the markets
- Producers already have their special, unique product, so they just need to **get organized**, register a **collective mark** and do **marketing!**



First working meeting

- All interested producers are invited.
- Participatory definition of “why is our product so special”?
- The aim of this meeting is to promote the development of **pride for the product** among producers to
 - motivate producers to get involved in the initiative
 - make producers aware that they have something good to sell
 - set the very initial basis for a good marketing
 - set the very initial basis for later developing the rules of production



Second, third, forth, fifth working meetings

- Participatory definition of the vision of the group
- Definition of the short term market objective (participation at a fair in the capital)
- (Participatory definition of the obstacles (organized by groups of problems and in detail) that the group faces to access markets and improve income)
- Participatory definition of basic production rules that will be guaranteed by the collective mark (in line with basic sanitary requirements)



Next activities

- Training on-the-job to support the producers to **meet the rules of production**
- Participatory definition of **packaging standards**
- Participatory definition of the **name of the collective mark**, and commercial slogan and brainstorming about the design of the logo (graphic designer prepares the final design)
- Participatory approval of the final collective mark incl. design
- **Legal establishment of the consortium** (participatory discussions and approval of the statutes)
- **Registration of the collective mark** by the consortium
- Soft controls on **product compliance** (i.e. by the promoter)
- Preparation of **marketing materials** incl. the collective mark



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Pilot Projects – Origin Consortium

Participate jointly at a local fair/ celebration to promote the product

Develop small quality improvement activities

Publish an article in the local press on the valorization initiative

Publish information about the product on Wikipedia/You Tube

Prepare a brochure on the typical product for clients

Invite students to do their thesis on the typical product

Organize a small quality contest around the typical product

Speeches at schools or local events on the cultural heritage of the product



Strategic Projects – Origin Consortium

- Establishment of a specialized shop around the typical product
- Establishment of a processing plant
- Organization of a local fair around the product
- Organization of a gastronomic route
- Projects to export the product



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THANKS FOR YOUR ATTENTION