



## STRONG WOMEN = STRONG COFFEE CASE STUDY

### EMPOWERMENT BEGINS WITH HEALTHY FAMILIES

*IWCA Peru delivers innovative workshop approach to empower rural women in coffee, focusing on the roots of sustainable coffee: healthy families in Cusco, Peru.*

In 2015, IWCA Peru led a team of partner organizations to host a multi-day workshop for 200 rural women in coffee. Beyond providing skill building and technical training to women who rarely have access to these resources, the organizers leveraged the central gathering as an opportunity to also provide participants access to family health resources, including medical care and nutrition.

Perhaps most notable is the attention paid to cervical cancer. Cervical cancer is nearly 100% treatable, however it is the second most common cause of cancer death among women in Peru because of lack of periodical screenings. All women who attended the 2015 workshop had cervical cancer screenings for the first time in their lives. Two had positive cancer results and were able to start immediate treatment with the support of one of the workshop partners, Crescendos Alliance.



#### Peru Country Context

- **Population** (2017): 32,200,000
- **Poverty** (2016): 2.2 % population at International Poverty Line US\$1.90/day.
- **Gender Inequality Index (GII)** (2015): .39  
0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 79  
1=high disaster risk, 171=low disaster risk

#### References

**Population & Poverty:** <http://povertydata.worldbank.org/poverty/country/PER> **GII** *measures human development & status by gender:* <http://hdr.undp.org/en/composite/GII> **World Risk Index** *measures exposure & vulnerability to natural hazards:* <http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/>

#### Climate Change, Poverty, and Women's Health in Peru Coffee Communities

Due to climate change and other factors, coffee farming is shifting to more northern, rural regions, such as Amazonas. Young women from poor, rural, and indigenous communities in Peru lack adequate and equal access to basic health services and resources. Additionally, independent research, conducted by IWCA Peru Chapter President Rosa María Valdivia, has shown that women in these areas report having no other economic options beyond coffee, as well as the least access to education compared to women from other coffee regions. This means thousands of livelihoods are at risk.

## Summary

The interdisciplinary subjects covered included sustainable agriculture techniques led by the Rainforest Alliance and AIDER; coffee cupping led by IWCA Peru; and health presentations on themes such as nutrition, family planning, and domestic violence. The healthcare provided was similarly comprehensive ranging from cervical cancer screenings organized by Crescendos Alliance and dental exams provided by dentists and hygienists.

In addition to the valuable curriculum covered, participants also reported that the workshop provided the opportunity to connect and build personal support networks that continue long after the event concluded.



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IWCA Peru has completed the preliminary planning and participant needs assessments to build on the success of the 2015 workshop and bring it to three other regions. Several local partnerships are in place, however sufficient funding is still lacking. To connect with IWCA Peru Chapter, please visit the Chapters page of the IWCA website: [www.womenincoffee.org](http://www.womenincoffee.org).

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.