

# WHAT INCENTIVIZES ECO-FRIENDLY COFFEE PRACTICES IN THE PERUVIAN TROPICAL ANDES?

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## BIO

Percy Peralta is a PhD candidate at the School of Natural Resources and Environment at the University of Florida, completing a second concentration at the Tropical Conservation and Development Program. Peralta has a M.S. at UF, and a B.S. in tropical agriculture at the Universidad Agraria La Molina, in Peru. Peralta worked for a decade in the Central Tropical Andes in Peru, for a local NGO, Indigenous grassroots organizations, and with local governments as an extension agent, senior consultant, and program director. He conducted applied research for several organizations in the area of study in topics such as community development, natural resource management, and environmental conservation. He conducted his M.S. research project in this region.

## PRESENTATION SUMMARY

Much of the world's coffee is produced in biodiverse ecosystems that are experiencing high levels of deforestation and habitat loss. Eco-friendly coffee systems have the potential to provide conservation benefits, yet because coffee producers are often marginalized smallholder farmers, enduring benefits are precarious unless local livelihood challenges are properly addressed. Farmer organizations and sustainable certification schemes offer incentives for coffee growers to adopt eco-friendly practices and encourage low-input diverse agroforestry systems by promising monetary and non-monetary benefits. Certification programs generally assume that the expected higher prices will compensate farmers for the extra costs of implementing sustainable practices. However, studies show that their effects on farmers' livelihoods are insufficient to secure the long-term sustainability of eco-friendly coffee production systems. A better understanding of these needs and aspirations and their connections to the diversity of aspects which drive farmers decisions is crucial to effectively promote incentive-based eco-friendly smallholder practices. Using the case of smallholder coffee farmers in the Peruvian premontane forests of Satipo, this study examined the drivers for adoption of eco-friendly practices as well as farmers' experiences following adoption. The study aims to understand the potential of eco-friendly coffee production to support environmental conservation and smallholder livelihoods in areas deemed critical for biodiversity conservation.

**TUE, MAR 19**

**12:45 - 1:45**

**Grinter 376**

Tropilunch is a weekly seminar run by graduate students from the Tropical Conservation and Development (TCD) Program. It provides a forum for a range of discussions and presentations related to TCD work and research. Special guests, visiting scholars and practitioners also participate. It happens every Tuesday @ 12:45 – 1:45 p.m. in Grinter 376.

Tropilunch presentations are recorded and posted weekly on TCD's YouTube Channel.

