



Pisco Territorial Innovation Programme

Country	Chile
PPP typology	Innovation and technology transfer
Subsector and commodity	Pisco chain
Partnership duration	2009–2012
Overall objective	Improve the quality of grape brandy Chilean Pisco through innovation and enhance commercialization strategies
Investments	Total: US\$2.4 million (Public: 75%; Private: 25%)
Public partners	Foundation for Agricultural Innovation (FIA) Role: Technical assistance; Coordination; Equipment; Experts hiring; Marketing Agricultural Research Institute (INIA) Role: Project operator; Research
Private partners	Pisco Enterprises Role: Technological dissemination; Expertise; Marketing Control and Capel Cooperatives Role: Leadership; Implementation Grape Farmers Role: Produce according to recommendations
Intermediaries partners	N/A
Beneficiaries	Grape farmers, Control and Capel Cooperatives workers
Main driver of the PPP	INIA, Pisco Enterprises
Activities*	Division into territorial zones for Pisco denomination of origin certificate; Dissemination of innovation regarding Pisco production; Creation of a system for Pisco certification including varieties, origin, etc.; Identification of market trends; Design of a market plan
Results to date/Impacts	<ul style="list-style-type: none">Increased exports (over 20%)

FAO. 2013. *Alianzas público-privadas para el desarrollo de agronegocios – Informe de país: Chile. Estudios de casos de países – América Latina*. Roma

* Information on activities found in the Programme website: http://www.nuestropisco.cl/esp/index.php?option=com_content&view=category&layout=blog&id=3&Itemid=3/#ancla