



**Watermelon Producers and Exporters  
Association (APEC) Partnership**

Country	Peru – Tacna
PPP typology	Business development/advisory services
Subsector and commodity	Watermelon
Partnership duration	2011–ongoing
Overall objective	Promote the competitiveness of the agricultural sector by strengthening entrepreneurial capacities and leadership at different stages of the commercial chain
Investments	Total: US\$501 500 (Public: 8%; Private: 82%)
Public partners	<b>Support Services Programme to promote Access to Rural Markets (PROSAAMER)</b> Role: Fund training services; Monitoring & Evaluation  <b>Senasa</b> Role: Support farmers to adequate their products for the international markets
Private partners	<b>Watermelon Producers and Exporters Association (APEC)</b> Role: In-kind financing
Intermediaries partners	<b>Consortium of Agricultural Products Dimas Medina EIRL</b> Role: Business plan development; Technical assistance; Training; Monitor technical and financial development of the business plan; Provide information to PROSAAMER
Beneficiaries	21 Farmers
Main driver of the PPP	APEC, Consortium of Agricultural Products Dimas Medina EIRL
Activities	Development of a business plan; Provision of training to farmers
Results to date/Impacts	<ul style="list-style-type: none"><li>• Increased exports (900 tonnes of watermelon to the Chilean market in 2010, 50% more than in 2009);</li><li>• 42% increase in productivity (from 35 tonnes/ha to 50 tonnes/ha);</li><li>• Farmers obtained access to credit;</li><li>• Employment generation (increased labour demand in the area, especially female labour).</li></ul>

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