



# ssnup

Smallholder Safety Net  
Upscaling Programme

## IMPROVING PRICING STRATEGY AND TRACEABILITY TO DRIVE SMALLHOLDER FARMER PROSPERITY



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

Colombia is the tenth largest producer of cacao globally producing about 60,000 tons a year. Colombian cocoa is recognized worldwide for its flavour and aroma characteristics. Nearly all Colombian cacao is graded as “fine” or “flavoured cacao” which commands a much higher price in export markets. Coconut sugar has been harvested for millennia in Indonesia which is the global leader of coconut and palm sugar production. A majority of its 400,000 metric tonnes annual production is used for domestic consumption as an integral part of its local cuisine.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Cortepaz, is a member-owned cooperative based in the coastal town of Tumaco in the department of Nariño, on the pacific coast of Southern Colombia. It produces and sells cacao grown by 200 families, 98% of whom are Afro Colombian. In this region that has a 7.4% higher poverty rate than the national average, the fields have been invaded with coca crops for cocaine, leading to environmental degradation and poor work conditions. This situation leaves few working options for people and makes it of great value that some are willing to keep their traditional cacao production.

Aliet Green is a woman-owned, Indonesian producer of organic coconut sugar. It exports 100% of its production to food manufacturers, re-packers, and importers. Its biggest export market is the US. Aliet Green works with over 1,000 farmers from the Kulon Progo regency in Yogyakarta, Indonesia. The company is one of the pioneers of certified organic coconut sugar, offering higher prices for its farmers.

### OBJECTIVE OF THE PROJECT

The project aims to optimise profitability of the two beneficiary organisations and include more smallholder farmers in their network while improving traceability of the production.

The expected results of the project are:

- Implement an app to improve traceability.
- Increase by 5-10% of the selling price for smallholder farmers.
- Increase the number of organic certified producers from 1,800 to 2,500.

### IMPACT INVESTOR



Beneficial Returns

### BENEFICIARY ORGANISATION

Aliet Green Indonesia (SME) &  
Cortepaz Colombia (cooperative)

### TARGET

2,500 smallholder farmers

### AGRICULTURAL VALUE CHAIN

Cocoa, coconut

### STARTING DATE

May 2025

### DURATION

12 months

### TOTAL TA BUDGET

€ 32,900  
Including € 26,320 (80%)  
contribution from SSNUP



SSNUP c/o ADA asbl | 39, rue Glesener | L-1631 Luxembourg  
T. +352 45 68 68 | [www.ssnup.org](http://www.ssnup.org) | [ssnup@ada-microfinance.lu](mailto:ssnup@ada-microfinance.lu)