



## 2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: SANDIA, LAND OF HIGH COFFEE

Destination Name: "SANDIA AND THE COFFEE ROUTE", PERU – PUNO - SANDIA

Country: PERU

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Position: SUSTAINABLE TOURISM COORDINATOR

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

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### Issues faced *What was the problem/issue solved with the good practice?*

The province of Sandia is located in the southern Andes, in the high jungle of the Puno region, it has characteristics of high Andean and Amazonian areas, the ancient terraces of Cuyo cuyo are recognized as the first area of agrobiodiversity in Peru and also an extensive area of forest and Amazonian biodiversity in the Sandia valleys.

In the 1950s, the social, economic, cultural situation of the Province of Sandia was very different, with low income per inhabitant and a high migration of the local population to the capital of the Puno region, Arequipa, Cuzco, Madre de Dios, and Lima, the capital of Peru, due to the lack of job opportunities. Educational levels were very low, in addition to limited access to education. For the same reason, the population was dedicated to the cultivation of the coca leaf, which brought more social problems and insecurity. They cultivated tropical products and fruits such as oranges, tangerines, passion fruit and Andean papaya, which gave them very low levels of income. The cultivation areas were disconnected, accessibility was poor and the producers were unaware of sustainable cultivation techniques, using fertilizers and insecticides, which affected the soil. Access to connectivity, internet and other technologies, were very limited. The communication routes were poor, there were only roads without signs, to reach this prodigious land it took 8 hours from Puno to the capital of the province, Sandia.

In 2012 there was a threat of yellow rust, which increased illicit crops. The exploitation of the soil generated problems such as deforestation, burning of native vegetation, and the indiscriminate use of chemical fertilizers, showed their first impacts on nature and the environment.

With the improvement of the main access roads, economic activities were developed, which was sustainable over time, destination products such as coffee, cocoa, Andean papaya, passion fruit, tangerines, oranges and others began to be recognized and marketed in the markets of the Puno region and southern Peru.

### Methods, steps and tools applied *How was the good practice implemented?*

In the early 1950s, the Upper Inambari-Sandia Valley developed the "Zoning of Production Units (Garden Houses) and Organic Coffee Quality"; with the objective of zoning the organic coffee production units and determining the quality of the coffee at the medium and high altitude levels. In 1960, coffee growers' cooperatives began on their own initiative, with the oldest being Cooperativa San Juan del Oro, founded in the early 1960s, followed by cooperatives Charuyo, San Ignacio and others. In 1970 these cooperatives came together and formed the Central Coffee Cooperatives of the Valleys of Sandia CECOVASA, with the purpose of exporting coffee beans and having a higher product profitability and thus generate more income for coffee growers, improve their agricultural opportunities. and improve their social and economic conditions through the introduction of coffee cultivation. The NGO WCS, Wildlife Society Conservation, encouraged organic coffee production among farmers. After that, DEVIDA, an institution dependent on the Ministry of Agriculture, and the Regional Government of Puno, through CITES, progressively supported the transfer of technology for the cultivation, drying, roasting, pulping and storage of coffee. Multisectoral projects were implemented to ensure the development of a sustainable economy, generating income for local families and improving their opportunities and living conditions.

The Cooperatives and the Producers began to be more competitive with the Coffee product that had a better price





in the national market, they organized themselves and began to export to the international market. For the same reason, there was a positive economic impact, many families improved their economic and educational conditions, since they had access to technological education, they stopped cultivating the coca leaf, which reduced social and security problems. For this reason, the population reduced the level of migration, being today a province recognized for having the best coffee in the world. CECOVASA, the second most important organization of coffee producers in Peru, was founded in 1970 by 5 cooperatives that decided to join together to directly export coffee and obtain better prices. This is how the Sandia Valleys Coffee Agricultural Cooperatives Center was born. In 1993 CECOVASA joined Fair Trade with the sale of Twin Trading and began to improve the sale of coffee. In 1997 CECOVASA took advantage of its geographical conditions and proximity to Protected Areas by the state, to produce organic coffee prioritizing quality and not volume, thus obtaining a better price in the market, and in 2000 the first sale to international markets was made. After the third year of complying with the organic production standards, CECOVASA offers its associated cooperatives technical, social and environmental training for the production of organic coffee. In 2004, the districts of San Pedro de Putina Punco - San Juan del Oro and Yanahuaya carried out a comparative determination of coffee cup profiles in three altitude zones of the Tambopata-Sandia river basin, with the aim of determining the quality of the cup profiles of coffees grown with organic and Fair Trade certifications, called specialty coffees, from the mixture of Caturra and Typica varieties, marketed by existing organizations. In the comparative determination of profiles of the three floors, it presented the best flavor at 1500-1800 m.a.s.l. with a total score of 83.8 in the qualification scale according to the SCAA format, this is due to the adequate climatic conditions that favor the formation of the grain, but in aroma, acidity and body they do not present significant differences. In 2005, CECOVASA launched 8 coffee brands highlighting their quality and type, according to the agro-ecological floor where it is produced. CECOVASA obtains the first place in quality coffee at a national level. The CODEMU women's development committee is created. In 2009, CECOVASA began to market specialty and gourmet coffees for export, and in 2010, Tunki coffee was recognized as the coffee of the year during the International Fair of the Quality Coffee Association of America - SCAA. CECOVASA won first place in the Rainforest Alliance Quality Coffee Contest, obtaining the same award the following year.

CECOVASA has intervened with technical assistance and coffee production investment projects. In 2013 CECOVASA obtained the Symbol of Small Producers (SPP) that distinguishes small fair trade producers in the local and global market, in 2015 CECOVASA has been 7 times national champion of quality coffees. It has boosted the sale of roasted ground coffee nationwide, under the Tunki brand. Coffee is the species of greatest economic importance, it is the best known and most widely distributed in the subtropical and tropical zones of the province of Sandia; It represents a development opportunity for the population that lives in the border areas, mainly due to the quality of the production: adequate conditions of climate, altitude and geographical location. For this reason, this product is highly valued in the international market, mainly in the economies of emerging countries with new millionaires such as China, the United Arab Emirates, Europe, the United States and others. The harvesting method to use depends largely on the type of crop and the terrain. Selective harvesting is carried out when coffee cherries are at different stages of maturity on the same tree, the method used is called selective harvesting, which requires pickers to walk between the trees with baskets or bags secured to their waists and with both hands free they harvest only the ripe cherries from each tree (red or yellow). This process is very laborious, since you have to be careful not to pick the green cherries.





During the harvest season, this can be done every 8 to 15 days. It is important to know that in order to obtain excellent quality coffee, this stage must be carried out efficiently, or a classification prior to pulping must be carried out, so that only perfectly ripe cherries are processed. Pickers must be skilled at identifying and selecting perfectly ripe cherries. Defective cherries can spoil the rest of the crop. Harvesting begins when the plantation is between 3 and 4 years.

Only ripe fruits should be cut because they give a better quality product. Immature or overripe fruits should not be harvested, nor mixed with the ripe harvested ones, because then the coffee produced will be of poor quality. The harvest takes place from the end of August to March, depending on the altitude of the place where the plantation is located. Coffee produced on land at lower altitudes ripens earlier than on higher ground. The existing coffee varieties in the Sandia and Inambari valleys are classified according to their origin, genetic conditions and the external characteristics that are taken into account, which has given rise to controversies among scholars of coffee systematics. Typica is a variety of coffee that has a cone-shaped silhouette. It is a "tall-bearing" shrub, 3.5 to 4 meters high, with a single vertical trunk in most cases, with secondary vertical branches emerging from the nodes. The lateral branches are abundant and form an angle of between 50 and 70 degrees with the central vertical axis; this opening gives them a slightly slanted shape. The leaves are oblong, elliptic with an acute base and apex, with a fine and smooth texture; terminal shoots or new leaves are tan. The Bourbon is a variety of coffee whose silhouette is slightly conical, less accentuated than that of the Típica, it is a tall bush with more abundant secondary branches than the Típica; the lateral branches have a more closed angle with shorter internodes. The shoots are green, the leaf is wider than that of Typica and its edges are more wavy, the fruit is smaller and a little shorter. It adapts to regions with altitude ranges of up to 1,676.4 meters above sea level. The Caturra coffee variety is a mutation of Bourbon, inserted in the Inambari valleys, it has high production and good quality, requires good cultural management and adequate fertilization, and adapts well to the different regional conditions of the country. It is characterized by its short internodes, from which the short stature of the plant is derived, its thick trunk, its abundant lateral branches with numerous secondary ramifications that give the plant a vigorous and leafy appearance. The new leaves are light green and when mature, deep green, slightly wider and proportionally longer than those of the Bourbon. The root system of the Caturra variety is highly developed in extension and density. It is earlier and has a higher yield per acre than the common Typica and Bourbon lines. In the red mutant of Caturra, the fruits acquire a wine-red color at maturity, while in the yellow mutant, a yellow colour. The yellow mutant has shown a slightly higher productivity, but a lower retention of ripe fruit than the red Caturra. The Catimór coffee variety, originating from the crossing of the red Caturra variety and the Timor hybrid, is small in size with tan shoots and short bandolas, large fruits and grains; new brown or bronze leaves; it also has very good grain characteristics and a good response to pruning.

Coffee quality refers to the intrinsic qualities or characteristics of the coffee bean and its infusion; in the end, quality is defined by whether or not the drink will be pleasant for the consumer. Studies on the taste of coffee have received great attention, compared to any other food material; the perception of the taste of coffee is a complex phenomenon that involves olfactory, gustatory and tactile sensations. It also depends on the botanical species, the benefits of nature (soil, climate, altitude, etc.), the cultivation methods, the cultivation methods and the characteristics of the coffee. To classify a coffee it is very important to know its physical and organoleptic characteristics. The quality of the coffee characterizes the degree of excellence, the one that satisfies consumers and is free of defects, the size of the grain must be more homogeneous, the drying must be uniform and the





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*Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.*

storage conditions must not alter the original flavor of the drink. . The quality of coffee depends on numerous factors such as the species, the variety, climatic and altitude conditions, organic production systems and agronomic management conditions; however, coffee quality is the result of many processes and operations carried out by all the people in the coffee chain who carry out production, harvest and post-harvest tasks

### Key success factors

*What helped you tackle the issues?*

The agroecology model in the Millenary Andenes of Cuyocuyo, recognized as the first agrobiodiversity zone in Peru by the Ministry of Agriculture of Peru, where the largest complex of terraces in the southeastern highlands of Peru is located, are 6,554 hectares of terraces , which represent 5 kilometers of perfectly preserved terrace systems where crop varieties, Andean tubers are produced, which constitute an important food reserve and current cultural diversity, as well as ancestral practices and knowledge related to the conservation of agrobiodiversity and their ancestral practices have served as a model to produce different varieties of coffee in different altitudes, the evolution of productive and social practices, have allowed the development of knowledge for the establishment of productive cycles, as well as religious and astronomical social perceptions that are referents for the development of agricultural activities in the communities. Cultural diversity, represented by its native peoples, which ensure the participation of communities through a process of intercultural communication to guarantee an adequate process of recognition and conservation of the cultural landscape, as well as the protection of the collective rights of peoples. Its spirit of cultural communion is manifested in the arts of weaving, music and dance, as well as in the use of exotic herbs in the practice of traditional medicine.

The biological diversity of the province of Sandia is unique in the south of Peru, it has a conservation mechanism that allows the conservation of the high forest and mountain ecosystems, the livelihoods of rural communities, which benefit from the training and promotion activities for the sustainable management of its territory, key conditions to mitigate the global effects of climate change and the loss of biodiversity. Achieving an exportable, organic product with quality standards and its international positioning with many EXPO Seattle 2017 SCA awards in the United States, winning among coffees from different countries as the Best Coffee in the World". The coffee is harvested at a special altitude, without any type of fertilizer, or additives, which gives it that purely organic quality, which is certified by its organic production. The annual coffee production of the Sandia Valleys is 12,000 quintals, 40% goes to European countries, including Germany and England, 30% to the United States and the rest to Asian markets, the coffee producers of the Valleys of Sandia export an intermediate product, they process it in their processing plant to obtain export-type green coffee, the roasting is in charge of the importers, in this way the high-altitude coffee will reach the palate of the consumed without losing the properties that our coffee has. organic coffee. The Provincial Municipality of Sandia in a strategic alliance with CECOCAS, Promperu, the National Coffee Board, the Ministry of Foreign Affairs and the Foreign Trade Offices, promote coffee in different public and private events, characterizing the value of Sandino coffee. On July 1st, 2022. through RESOLUCION N° 016039-2022/DS INDECOPI it is registered in the Registry of Industrial Property Service brands, in favor of the Provincial Municipality of Sandia, of Peru, the Service Brand constituted by the denomination "SANDIA , TU DESTINO" and logo (colors are claimed), according to the model that will be





recorded in the corresponding certificate; to distinguish education; training; entertainment services; sports and cultural activities, from Class 41 of the International Classification On July 1st, 2022. through RESOLUCION N° 016039-2022/DS INDECOPI it is registered in the Registry of Industrial Property Service brands, in favor of the Provincial Municipality of Sandia, of Peru, the Service Brand constituted by the denomination "SANDIA , TU DESTINO" and logo (colors are claimed), according to the model that will be recorded in the corresponding certificate; to distinguish education; training; entertainment services; sports and cultural activities, from Class 41 of the International Classification-

Is for that reason that we consider our main success factor, the High altitude coffee is the one that grows over 1,200 to 2,100 meters above sea level, in special climatic conditions that make the phenological characteristics of the crop give the final product unique properties in the cup.

#### Lessons learned

*While implementing the Good Practice what challenges were faced, and how were they overcome?*

CECOVASA - Central de Cooperativas Cafetaleras del Valle de Sandia, uses the associative system as a strategy to reach the international market. Teamwork and constant improvement at each stage of the production process of the best coffee in the world has led Sandia to be recognized internationally. Its success in obtaining the first places competing in different international contests has positioned the coffee from the Sandia valleys as the best coffee in the world.

Sustainability in the productive factor of organic coffee makes it possible to participate in Fair Trade, which allows access to international buyers who are looking for the best coffees at good prices, generating greater economic income for the families of coffee growers.

Associate Sandia coffee, which is the flagship product of the Province with everything that represents us, with tropical fruits such as orange, tangerine, passion fruit, cocoa, among others. Associate coffee with the tourist resources of the province of Sandia, develop the route of the best coffee in the world that involves Huancasayani, Hatun Puthina, the ancient platforms of Cuyocuyo, the Wayraphauchinta waterfalls, the archaeological center of Maukallakta, the coffee farms of international champions and coffee producers, develop the best coffee festivals in the world. Through this dynamic, develop tourism as a source of economic development and job creation for the Sandinos, which also allows the diversification of tourism in the Puno region, allowing an increase in the Gross Domestic Product, foreign exchange, and the level of permanence tradition of tourists who visit the Puno region, promoting the community-based approach, the gender approach, social, cultural and economic inclusion

Being constant and working jointly between the public and private sectors, for a common goal, is what has led the Sandinos to position themselves at an international level and to be recognized for offering the full range of resources that the province of Sandia has, encouraging culture among the population. coffee grower, to want to know Sandia and the coffee route.

#### Results, achievements and recognitions

*What were the qualitative and quantitative results of the good practice?*







Today Sandia is known for having one of the best coffees in the world. This recognition is the result of the union of 8 base cooperatives, all of them inhabitants of the province of Sandia settled in 4 districts such as San Pedro de Putina Punco, San Juan del Oro, Yanahuaya and Alto Inambari.

The Central de Cooperativas de los Valles de Sandia - CECOVASA is made up of approximately 5,000 Aymara and Quechua families who face the challenges of the market. Today they sell a product that is responsible for the environment, the plants, the forests and the quality of life of the workers. Thus, in 2010, Tunki coffee was recognized as the coffee of the year during the International Fair of the Quality Coffee Association of America - SCAA. In addition, CECOVASA has been a national champion 7 times in quality coffee contests.

In 2020, coffee production in the Puno jungle doubled, allowing farmers to improve their income, despite the difficulties caused by the coronavirus pandemic. The organic coffee produced in the Tambopata and Inambari valleys of the Sandia province, in the Puno region, has been awarded in three international competitions for its special aroma, acidity and body in the cup. According to information from Cecovasa, the organization that collects coffee beans from the Amazonian region of Puno, the first 2,000 quintals have already been shipped and it is estimated that 16,000 quintals will be reached by the end of the year, which is equivalent to about 8 million Dollars. Coffee production has improved this season; it is a sustainable product and (generates) decent work for the farmers of the Puno jungle. Europe is the main destination for coffee from Puno, since 40% of production goes to Europe, followed by the United States (30% of production), while the rest is sent to Asian countries.

Coffee cultivation represents an estimated production of 80,5977 qq/year, generating an estimated income of 28.2 million soles for farmers in the four coffee districts. Citrus production is estimated at 21.6 thousand tons, representing an income of 6.7 million soles; Banana production is estimated at 9.9 thousand tons, representing an income of 3.9 million soles. Likewise, the estimated production of corn is 882 tons, which represents an income of 0.7 million soles. The average price of fair trade organic coffee is S/ 341.00 and that of non-certified coffee is S/ 300, with a differential of S/ 41, without considering the sale to the gourmet market, which would average S/ 350. According to the project design document, the coffee market forecasts for the coming years are very encouraging due to the opening of 720 stores worldwide by Dunkin' Donuts and 1,300 stores by Starbucks, mainly in Asia. . On the other hand, Green Mountain Coffee signed an agreement with the Costco chain to launch Kirkland Signature in a K cup, a 100% Arabica blend.

People have a better standard of living, better access to arable land and coffee infrastructure. There is a better political and governance structure that has made it possible for the economy to be dynamic and become a sustainable community.

The community has grown and now there is a population with quality of life, and tourism is increasing, which comes for commercial and work reasons, and returns with their families to enjoy the natural high Andean and Amazon ecosystems.

The construction of a double access road to the province of Sandia has been prioritized as Peru's Bicentennial Project, which will further develop its economy and boost tourism. World Award for Best Quality Coffee" at the Global EXPO Seattle 2017 SCA International Specialty Coffee Fair. Coffee grower Raúl Mamani from the Bajo





Tunquimayo sector of the Putina Punco District - Sandia, Puno, won the World Award for Best Coffee Quality" at the International Fair of Global Specialty Coffees EXPO Seattle 2017 SCA.

With the Vice-ministerial Resolution No. 002-2017 - VMPCIC-MC, the Ayarachi de Cuyocuyo of the Province of Sandia was declared Cultural Patrimony of the Nation, for "being one of the oldest cultural expressions, where its music, dance, instruments and artisanal creation of their clothing come together in a complex organization, with an original visual aesthetic, which has been recovered from oblivion by the very action of its inhabitants aware of its importance for the cultural identity of the department of Puno and the entire country".

Café Sandino has obtained the following awards and recognitions: CECOVASA has been 7 times national champion of quality coffee, first place in the National Quality Coffee Contest in 2005, 2007, 2009, 2011, 2011, 2012, 2013 and 2015. In 2010, Wilson Sucaticona's Tunki coffee was recognized with the "People's Choice Award" as the best specialty coffee during the XXII International Fair of the Quality Coffee Association of America (SCAA). 2011 obtained the first place in the category of coffee in a cup (Coffee Cupping for Quality) awarded by the Rainforest Alliance. 2017 first place in coffee quality in the Specialty Coffee Expo (SCA) small producer symbol contest with Expo Café (SCA) with Raúl Mamani's Tunky coffee.

In 2018 the same award with Vicentina Phocco's Quechua coffee. In 2019, 11 international awards, of which 2 were gold medals, at the V Festival of Roasted Coffees of Origin AVPA Paris, France. Raul Mamani has been the winner representing Peru and the Puno Region at the Café SSP 2022 awards in Italy. Coffee is prioritized as a productive value chain in the Puno region in the Regional Export Strategic Plan 2025 and prioritized in an Investment Project that will be financed by MINCETUR for the benefit of coffee producers in the Sandia valleys.

The Huancasayani Chullpas have been declared Cultural Heritage of the Nation, recognized by National Directorial Resolution No. 296/INC of May 16, 2003.

The Chullpas de Chullo, have been declared Cultural Heritage of the Nation, recognized by National Directorial Resolution No. 296/INC of May 16, 2003.

The archaeological site of Maukallacta has been declared Cultural Heritage of the Nation, recognized by National Directorial Resolution R.D.N°296/INC of May 16, 2003.

July 17, 1996, by D.S. N° 012-96-AG, was extended by D.S. No. 048-2000-AG on September 4, 2000.

The Qolo Qolo Archaeological Site was declared a national heritage by the National Institute of Culture through R.D.N. No. 296/INC-2003. Regional Agreement No. 172-2016-GRP-CRP, DECLARES of Regional Interest and Public Necessity the Integral Improvement of the Tourist Activity for the sector The archaeological site Trinchera y Colocolo in the District of Patambuco-Sandia - Puno It was declared a Cultural Patrimony of the Nation by the National Institute of Culture through the R.D.N. No 296/INC-2003. Regional Agreement No. 172-2016-GRP-CRP, DECLARES of Regional Interest and Public Need the Integral Improvement of the Tourist Activity for the Trinchera and Colocolo sector in the District of Patambuco-Sandia -Puno.

The Provincial Municipality of Sandia implements actions to guarantee the sustainability of the destination through works and projects such as the improvement of access routes to tourist resources, the promotion of recycling and







the sustainable use of resources, municipal management instruments for the promotion of tourism, the Concerted Development Plan of the Province of Sandia and the Local Tourism Development Plan of the Province of Sandia, as well as an inventory of tourism resources, which prioritizes these works. In terms of biosafety, the municipality has a biosafety and surveillance committee that ensures compliance with biosafety protocols. Tourism culture, respect for Pachamama and our ancient culture are encouraged. , consecutively in the years 2021 and 2022, the current municipal management received the NATIONAL MUNICIPAL SEAL "LOCAL MANAGEMENT FOR THE PEOPLE", which accredits the work and effort of its mayor and team

#### Additional references

*Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).*

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[https://www.youtube.com/watch?v=jbfXbC\\_hPlo](https://www.youtube.com/watch?v=jbfXbC_hPlo) TUNKI EL MEJOR CAFÉ DEL MUNDO  
<https://www.youtube.com/watch?v=EFSNkAM0WZk> QUIACA AYLLU DOCUMENTAL  
<https://www.youtube.com/watch?v=jlVw0Su7QME> WAYRAPHAUCHINTA  
<https://www.youtube.com/watch?v=LWEc9O6NEhg> MAUKALLAKTA  
<https://www.youtube.com/watch?v=pMganNc57bM> PAPAYITA ANDINA  
[https://www.youtube.com/watch?v=xPSsDXbBP\\_0](https://www.youtube.com/watch?v=xPSsDXbBP_0) CARNAVAL DE PATAMBUCO  
<https://www.youtube.com/watch?v=-arfM4cdOjE> AYARACHIS DE CUYOCUYO  
<https://www.youtube.com/watch?v=IVvEyEd71Ao> WARAKEROS DE SANDIA

#### MARCA SANDIA

<http://www.munisandia.gob.pe/wp-content/uploads/2022/07/REGLAMENTO-DE-USO-DE-LA-MARCA-CIUDAD-SANDIA.pdf>

#### INVENTARIO DE RECURSOS TURISTICOS DE SANDIA

[https://drive.google.com/drive/folders/1pbSj5VWQGjS\\_Mub3\\_nsbOwGiCWEyhM-j](https://drive.google.com/drive/folders/1pbSj5VWQGjS_Mub3_nsbOwGiCWEyhM-j)

#### FOTOS Y RECONOCIMIENTOS

<https://drive.google.com/drive/folders/1FemSdHVv0QbED8GjRDMndthDgWDSFxEU?usp=sharing>

