



Entrepreneurial innovation pathways of the Amazonian cocoa- chocolate value chain: A success associative story in San Martin, Peru

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Jeimy Katherin Feo Mahecha^{1,2}, Jeisson Rodriguez Valenzuela³

¹ Technische Universität Dresden 44th UNEP/UNESCO/BMUB International Postgraduate Course on Environmental Management for Developing and Emerging Countries (CIPSEM), Germany . ² Paris Lodron Universität Salzburg , Department of Geoinformatics , Austria. ³ Corporación Colombiana de Investigación Agropecuaria AGROSAVIA , Obonuco Research Center, Colombia

Introduction

The Amazonian cocoa chocolate value chain in Latin America has faced recent challenges due to COVID-19 and the war in Ukraine³. Rising costs of agricultural inputs, fluctuating product prices, and shifts from agricultural production to other economic activities have impacted small-scale cocoa producers in the Peruvian Amazon¹.

Therefore, this study explores the resilience of **ABISEO FOODS SAC**, a local cocoa trading firm that transformed its business model towards an entrepreneurial innovation approach².



Aim and Method

Analyze the extent to which ABISEO FOODS SAC's transformation of its business model has positively impacted the resilience and sustainability of the San Martin, Peru cocoa value chain in the face of external crises, including COVID-19 and geopolitical factors.



Results



Alliances with international cooperation for the execution of social and environmental projects.



International prizes

- Chocolats Noirs Fantaisie (Silver Medal)
- Chocolats Noirs Fantaisie (Gourmet medal)
- Chocolats Noirs, de cacao 70% et moins (Gourmet medal)

Conclusion

ABISEO FOOD SAC:

- Innovated during crises, boosting revenue and fostering partnerships for social and environmental projects.
- Ensures the quality of its chocolates by meticulously managing the entire value chain, starting from cocoa bean production.

- Provides the associated cocoa producers capacity building in good agricultural practices, agroforestry systems, and sustainable green schemes.



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