



International Fair
of Rotary Club
Projects

Connecting to South America

Economic Development of Rural Communities Through the Implementation of Cheese Plants in the Sierra of the La Libertad Region

Project Location: **Sánchez Carrión Province, La Libertad, PERU**

Host Rotary Club: [Rotary E-Club Fusión Latina D 4465](#)

Area of Focus: **ECONOMIC AND COMMUNITY DEVELOPMENT**



Coordinación Regional de
La Fundación Rotaria zona 23B

Main Contact: IPP Alex Maxim
Presenter: PP Martha Muñoz



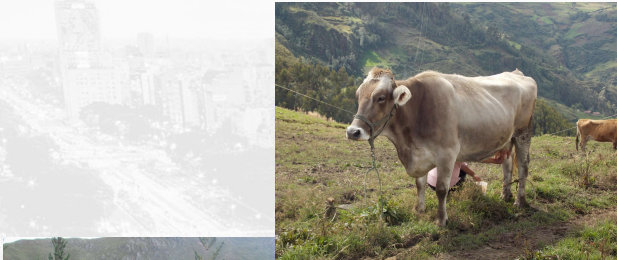


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Primary objectives

The primary objectives of the project are:

- I. **Improvement of the economic income** and therefore the quality of life of **63 families**
- II. **Implementation and equipping of two Dairy Plants, and one Sales Center**
- III. **Social empowerment of the women and youth** of the Choctamalca and the Shayapuayco homesteads.



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Project activities

I: Construction of dairy derivatives processing plants

II: **Equipping** of dairy derivatives processing plants

III: Strengthening the capacities in the processing of dairy products

IV: Organizational strengthening and constitution of associations

V: **Marketing** system and **sales centers**

Red text refers to Rotary activities



Fusión Latina meeting with beneficiaries



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Budget & funding



DDF Contributions:	\$ 7,000.00
Cash Contribution:	\$12,500.00
World Fund Contribution:	\$ 5,600.00
Pledged Amount:	\$25,100.00
Total Budget:	\$51,320.00
Current Need	\$26,220.00

Funding Need:
US \$26,220



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Expected outcomes

- **252 residents** benefit directly from the dairy plants
- **63 families increase** their **income** on average **by 15%**, the first year
- **New Permanent jobs** are promoted around the dairy value chain
- Targeted **participation of local women and youth**



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Potentially high-quality dairy products

*Other critical
Issues being
addressed
holistically:*

- * *Construction of small family reservoirs*
- * *Incorporation of technology to use water efficiently*
- * *Sowing of permanent and quality pastures*
- * *Improvement of the health and genetics of dairy farming.*