

## Summary

It is a program promoted by the Fishing Association "Flor de Yancacauha" (Flower of Yancacauha) of Iniquilla Chullpía, composed of fishermen from the community. This project's objective is to improve and maintain, in a sustainable way, the associated families' income and the quality of life of the population in the region, by increasing trout production in its extensive and intensive methods.

This project's innovation consists of its organization, the developed production techniques and its capacity to creatively confront the difficulties that existed in supplying the main primary material: the young trout.

It is an experience that is completely self-managed and self-generated by the cooperative members, people with few resources that live in the Peruvian high plains and who have managed to develop a productive system adapted to the zone's conditions, making use of the local resources and achieving excellent production and marketing results. It's important to mention that 10 years ago an attempt was made, with help from the government, to cultivate trout, which failed, primarily, because the technology used was not suitable for the altitude (4,000 meters above sea level). This group of trout "industrialists" continued to confront this enormous challenge and succeeded in developing their own technology that now is being transferred to the rest of the zone.

The technological innovations that they implemented are simple, but at the same time essential to optimizing production. They developed viable alternatives that allowed for the production of baby trout, a primary material that they had to import before, a difficult process for inhabitants of isolated regions. This situation also implies a significant reduction in the costs of production that allows them to be more competitive in the national market. The key for trout production at this altitude – 4,000 meters above sea level – is found in the size of the baby trout. At lower altitudes, the young trout are brought to the lakes when they have reached a length of 5 centimeters. However, in this project's case, the trout are put in the lakes when they have reached a size of 10 centimeters, assuring the desired results in their production and marketing. They developed this system by means of a joint work with the local

Producción sostenible de truchas en el sistema extensivo e intensivo en lagunas y jaulas.  
(Sustainable trout production in the extensive and intensive system in lakes and cages)

players, through progressive learning that has been adopted by all members and has been systemized in such a way that today makes it possible to share and transfer it to other communities.

Today, the Association relies on an efficient administrative structure that has allowed it to progress and convert itself into a true business. It has a Board of Directors, composed of elected members; and a Production Committee, in charge of caring for the breeding stock, the extraction of the eggs, and the production of the baby fish. For this process, they rely on the support of a biologist, contracted by the Association. In addition, they have created a Marketing Committee, in charge of the sale of the distinct products (baby fish, cleaned trout, and smoked trout); a Training Committee, which evaluates the training needs and does the necessary work to develop them; a Work and Construction Committee, responsible for coordinating the work that is required; a Tourism Committee that, with the help of the Corredor Puno Cusco Program, promotes tourism in the zone.

In addition, they develop activities that can be described as corporate social responsibility, as are some that are carried out by the Sports and Culture Committee, in charge of promoting recreational activities for the members, their families and the community in general; and the Transportation Committee. This committee, using the bus acquired by the Association, coordinates trips for people from the area to buy cereal and barter with other communities and takes them to Juliaca, where they can buy required merchandize at a lower cost. Last, there is the Supervision and Control Committee, which supervises and assures the completion of the tasks assigned to the different committees.

The results of this project speak for themselves: today they sell the baby fish to the residents of the rural zone. The annual income per member without the project was S/ 1,306, and as of 2006, it reached S/ 2,837.