



**Turismo
Cuida**

Sustainable Guinea Pig Farming

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Objective

Sustainable Guinea Pig Farming

Promote income diversification and food security through the sustainable farming of guinea pigs. Encourage the use of organic waste as fertilizer in community gardens, thus closing a productive cycle, fostering a circular economy.



The Data

- **Annual Production:** Peru produces approximately 21,000 tons of guinea pig meat annually, making it a global leader in this sector.
- **Domestic Consumption:** The per capita consumption of guinea pig in the country is less than 1kg per year, with a population of over 20 million guinea pigs.
- **Exports:** In the first quarter of 2024, 3083 kilograms of guinea pig meat were exported, primarily to the United States.

Challenges

Sustainable Guinea Pig Farming

- 78% of the population in Ollantaytambo suffers from anemia due to the high consumption of carbohydrates.
- 70% of the population in the communities rely on subsistence activities.
- In Ollantaytambo, 40% of the population lives in conditions of poverty and extreme poverty.
- 20% of the total population of Ollantaytambo suffers from chronic malnutrition, and in Patacancha, the figure is 45%.
- Only 1 in 4 inhabitants consumes daily protein.

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Beneficiaries

Sustainable Guinea Pig Farming

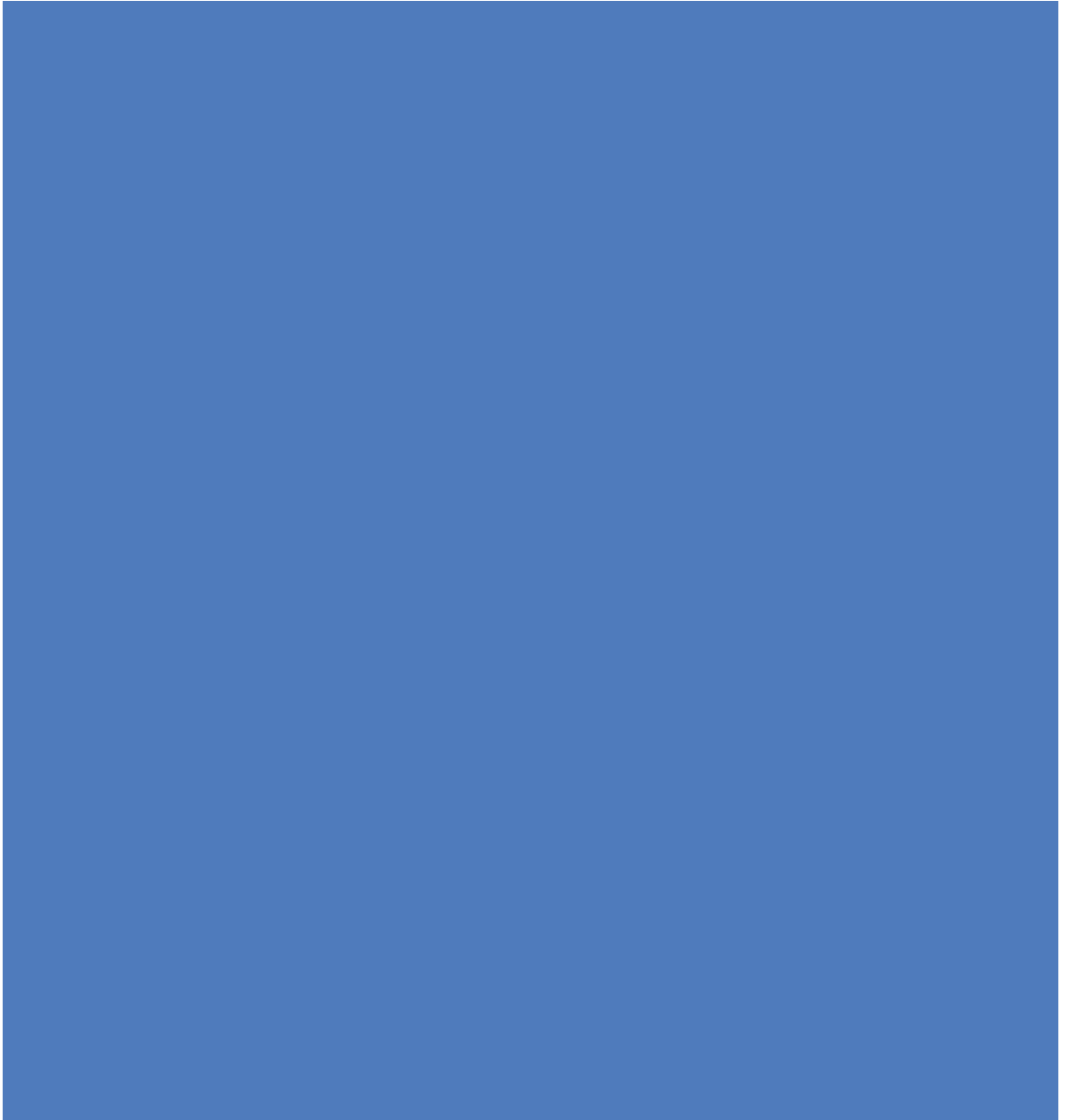
- Community members who do not have guinea pig farming in their homes and are in a vulnerable state due to anemia and malnutrition.
- Self-sustaining families with limited land, whose main goal is to ensure food supply for their members from one agricultural season to the next.
- Prioritized sectors in Ollantaytambo: producer associations.
- Families from Yanamayo - 87, Huilloc (3 sectors) - 73, Piscaycucho - 87, Patacancha - 107, Quelccanca - 22 , Rumira Sondormayo - 39. (AeA, 2019).

Activities

Sustainable Guinea Pig Farming

- Technification of guinea pig farming through the installation of pens (50 enclosures).
- Technification in the production of vegetables and alfalfa (for guinea pig feeding).
- Strengthening of technical (health and nutrition) and organizational capacities.
- Design of the minimum viable product.
- Coordination with local markets.
- Seed fund to enhance associations and link to the commercial chains.

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Commercial Reach

Sustainable Guinea Pig Farming

- **Basic level (100-200 guinea pigs):**

Allows supply to local markets or small commercial chains.

- **Intermediate level (500-1,000 guinea pigs):**

Sufficient for sales in regional markets, restaurants, and food supply companies.

- **Advanced level (1,000+ guinea pigs):**

Aimed at export or large commercial chains.

Results

Sustainable Guinea Pig Farming

- Nutritional improvement for families
- Trained youth are directly involved in business initiatives (family small business, associations and cooperatives)
- Value chains developed around guinea pigs.
- Economic income for beneficiaries who commercialize guinea pigs.
- Strengthening of women's work through competitive insertion into local and regional markets.
- Improvement in the economy and quality of life for their families.

Minimum Viable Product

Sustainable Guinea Pig Farming

- 300 breeding females
- 50 guinea pig family pens
- Pen size: 1.5m x 1m x 0.5m
- Roofed barn
- Separation by stages (Breeders/mating, offspring and fattening)
- 90-day campaign
- 3 offspring every 90 days.
- From 45 days, new offspring can become breeders.

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Indicators

Sustainable Guinea Pig Farms

- Number of women benefiting from the project.
- Number of young people involved.
- Total income received from guinea pig sales.
- Malnutrition level reflected in %
- Anemia level reflected in %
- Offspring survival success rate.
- Number of diseases present.
- Number of pens in good condition and with continuous maintenance.

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- Space of 50m² to 100 m²
- 50 family pens (38 fattening pens, 5 sanitary/hospital pens, 7 breeding pens)
- 300 female breeders (1 male for every 10 females)
- 3 to 4 litters
- 2 to 3 crías offspring per female per litter
- 2700 to 4500 offspring per year
- Guinea pig unit in local markets: 20 soles
- Guinea pig unit in national markets: 40 a 50 soles.
- 54,000 soles to 90,000 soles annually
- 30% to 40% profit

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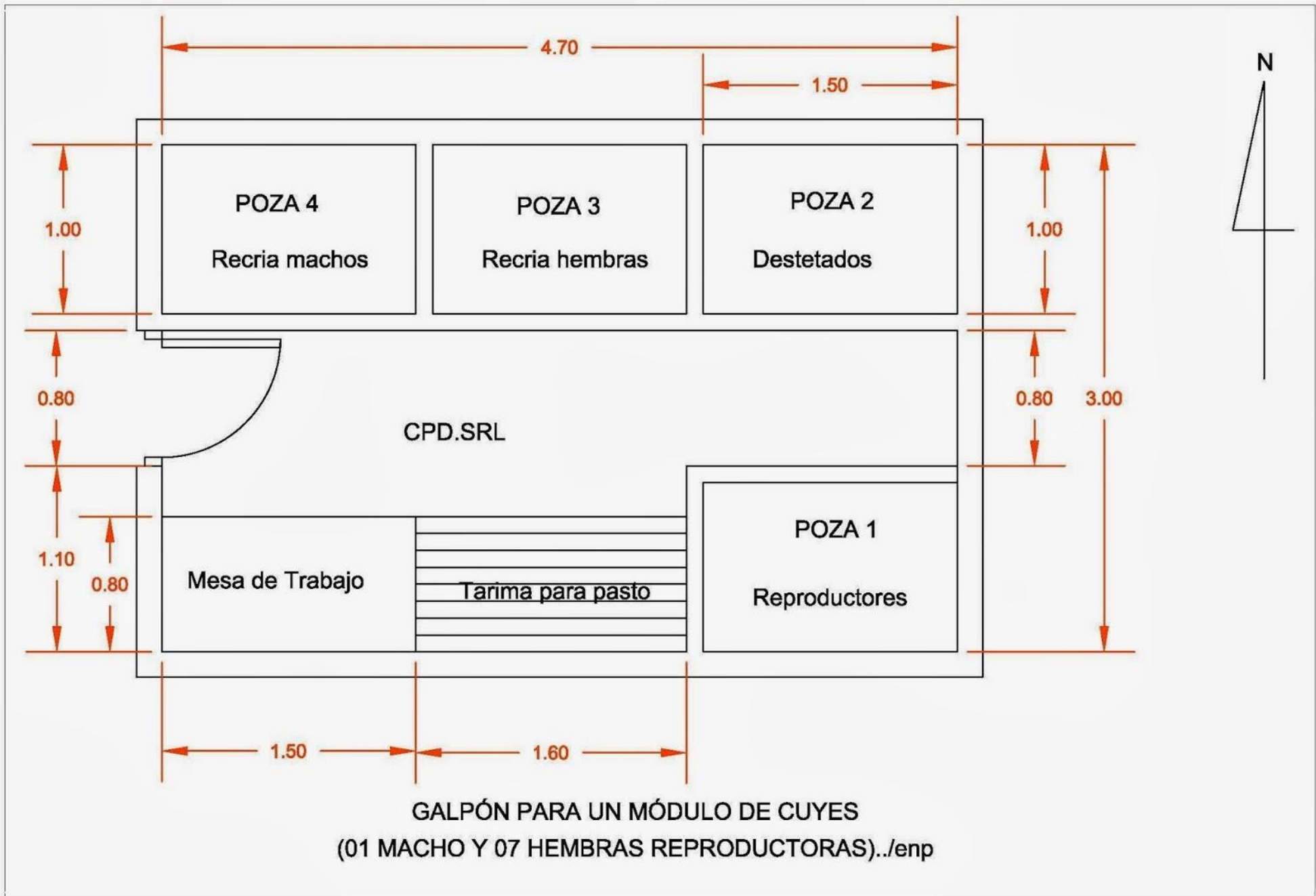
Budget

Sustainable Guinea Pig Farming

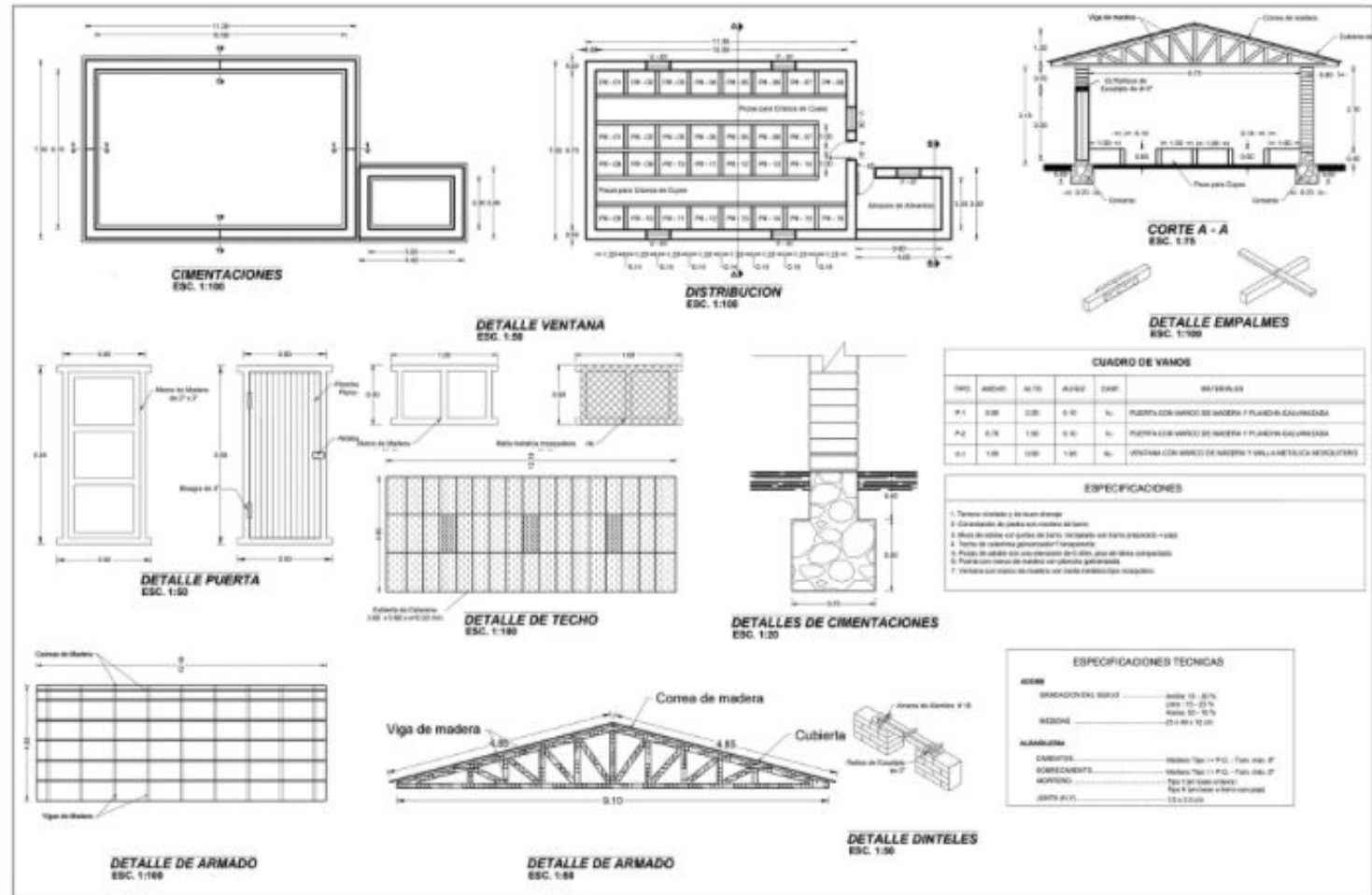
Concept	Amount
Baseline analysis	\$5,000
Technical Assistance	\$5,000
Sheds	\$13,000
Equipment	\$8,000
Nurseries	\$6,000
Sanitary Management	\$2,000
Personnel	\$3,000
Internships	\$2,000
Commercial linkage	\$3,000
Legal formalization	\$2,000
Other	\$2,000

Estimated Total:

\$51,000



Pen design example



Anchor Partner

Sustainable Guinea Pig Farming

- Training, technical assistance, genetic improvement programs, and sustainable management.
- They implement programs like **Agrarian Innovation Projects (PIA)**, which include assistance in guinea pig farming.
- They distribute improved guinea pig genetic lines such as “Perú”, “Andina” and “Inti”.

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Instituto Nacional de Innovación Agraria

Fondos de programas

Technical Partner

- **Technical training:** Training in feeding management, hygiene, genetics, and health; design of barn infrastructure; and awareness of the economic and food importance of guinea pigs.
- **Delivery of breeding kits:** Distribution of breeding guinea pigs, balanced feed, and materials for barns or technified modules.
- **Technical Assistance and Monitoring:** Ongoing supervision of management, problem resolution in health, and improvement of productivity.
- **Promotion of Marketing:** Connecting with local markets, fairs, and commercial chains; and strengthening the collaboration among producers.

PROYECTO CUYES

Verano sin estrés para tu cuy: sigue estos consejos

- 1 Ventilación y sombra**
Asegúrate que su galpón esté bien ventilado, techado y con sombra.
- 2 Agua fresca**
Cambia el agua frecuentemente y añade un cubito de hielo para mantenerlo fresco.
- 3 Evita el estrés**
Manténlos alejados de ruidos fuertes y electrodomésticos ruidosos.

PERÚ Ministerio de Desarrollo Agrario y Riego

AGRORURAL PROGRAMA DE FORTALECIMIENTO PRODUCTIVO AGRARIO RURAL

Ponte PUNCHE y ganamos todos PERÚ

Technical Partner

Sustainable Guinea Pig Farming

- **Increase production:** Promote technified breeding systems to increase guinea pig production in both quality and quantity.
- **Improve Family Income:** Facilitate commercialization and access to markets for small producers.
- **Food Security:** Promote the consumption of guinea pig meat as a source of protein and nutrients in rural areas.

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PERÚ

MIDAGRI

Anchor company

Sustainable Guinea Pig Farming

- **Quality Production:** Implementation of strict quality standards in guinea pig farming, ensuring nutritious and healthy meat for consumers.
- **Product Innovation:** Development of products such as gourmet boneless guinea pig, making preparation and consumption easier.
- **Diversification of Sales Channels:** Expansion of commercialization through online platforms and home delivery, increasing its reach in the peruvian market.

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AGROPECUARIA
DON CUANDO

The logo for Agropecuaria Don Cuando is displayed on a dark red background. The word "AGROPECUARIA" is written in a smaller, white, uppercase sans-serif font. Below it, the words "DON CUANDO" are written in a larger, bold, white, uppercase sans-serif font.



Thank you

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