



Inkaterra Tea Project

The Inkaterra Tea Project is unique social and environmental change initiative located in the Machu Picchu Sanctuary in Peru.

Established in 1975, Inkaterra is a Peruvian organization that has 40 years of experience in sustainable tourism. Since 2001, Inkaterra's NGO, Inkaterra Association (ITA), has been conducting scientific research for the conservation of biodiversity, education and to promote the well-being of local communities. ITA's Tea Project arose through its work with other Peruvian companies to reforest the surrounding hills with one million trees and shrubs, including tea plants, which have been growing in the region for over a century.

The Tea Project is a unique approach to development in that it proposes to address the issues of poverty, conservation, and biodiversity through cross-cultural knowledge sharing. ITA has linked with China's National Tea Museum in Hangzhou for the purpose of learning high quality, artisanal tea production from experienced Chinese tea makers. These tea makers will provide guidance on how to improve the growing conditions for the tea in Machu Picchu, the best methods for harvesting the tea by hand, the best methods for processing the tea with minimal machinery, and how to market the tea to a global audience.

The goals of this innovative project are:

1. To improve the well-being of the local population, particularly women, by involving them in all aspects of the project including project governance, tea cultivation, tea production and tea marketing.
2. To mitigate the impact of climate change in the region by supporting sustainable agriculture.
3. To develop diversified, sustainable economic activity in Macchu Picchu.
4. To preserve the rich biodiversity of the region by cultivating tea in a sustainable manner.
5. To foster global unity by encouraging cultural exchange and knowledge sharing between nations.
6. To develop eco-tourism by encouraging international visits to the tea region.

The ITA Tea Project takes a unique approach to tackling pressing issues in the Cusco region of Peru.

It focuses on environmentally sustainable economic opportunities for the local population, building expertise in developing sustainable industries and enhancing investment in social enterprises.

The ITA Project will bring together partners who will work with local populations to build a sustainable, local industry. These partners will stand in solidarity with Peruvian women to form a united force for gender equality and responsible economic development.

We invite you to join us in the exciting project. Ask us how you can become a Supporter.