



Asociación
Internacional
de la Alpaca

International Alpaca Association



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EDITORIAL

PERUVIAN ALPACA

For years, the International Alpaca Association has been working together with the public sector of Peru through various alliances and joint actions for the benefit of the alpaca textile sector. The Commission for the Promotion of Peru for Exports and Tourism (PROMPERU) of the Ministry of Foreign Trade and Tourism is one of the main strategic allies of the AIA.

An important milestone of this alliance occurred in November 2014 in the city of Arequipa, during the Alpaca Fiesta 2014, when both institutions made the official presentation of the Alpaca Brand of Peru, which was announced as State Policy by Magali Silva, Minister of Foreign Trade of Peru at that time.

The Alpaca Brand of Peru and the AIA have a common goal: to promote, position and defend the image of the alpaca in Peru and the world, that is the origin of the alliance between AIA and PROMPERU which has been strengthened over time.

Thus, in response to some malicious attacks and questions made to alpaca fiber, various joint actions have been executed, such as the organization of the Peru Moda Deco & Alpaca Fiesta 2021 event (digital version) that had a communicational approach of sustainability and circularity; conducting studies of Life Cycle Analysis of the Alpaca and some communication campaigns.

The AIA, for its part, remains committed to demonstrating to the world the benefits and sustainability of our precious alpaca fiber. One of its lines of action is the promotion of the Implementation of the Responsible Alpaca Standard (RAS) in Peru. This program has made surprising progress mainly at the level of the scope and coverage of the certification of production units and batches of alpaca fiber.

Finally, and in the same vein, I am also pleased to inform you that we are once again co-organizing Natural Fibre Connect 2023. This time the NFC will be held in hybrid mode (Face-to-face and Virtual) on September 28 and 29, 2023 in the city of Biella, Italy; in order to address issues related to the textile industries of animal fiber.



Chairman at International Alpaca Association









ALPACA PROMOTION – “ALPACA DEL PERU” BRAND

By Mario Ocharan

The Alpaca is the treasure of the Andes, more than 3500 meters above sea level, alpacas inhabit in harmony with their environment, Peru has this great treasure, 80% of the population of alpacas in the world are in Peru, it is part of our millenary tradition, and an industry has been formed that goes from breeding to the development of own brands, impacting more than 120,000 Peruvian families, many of them located in the country's poverty areas.

During 2022, exports of alpaca products from Peru managed to reach a total of US \$ 187 million, growing by 1.8% compared to the previous year, given the importance of the sector and the other components that involve the alpaca, it is a flagship product and a prioritized sector.

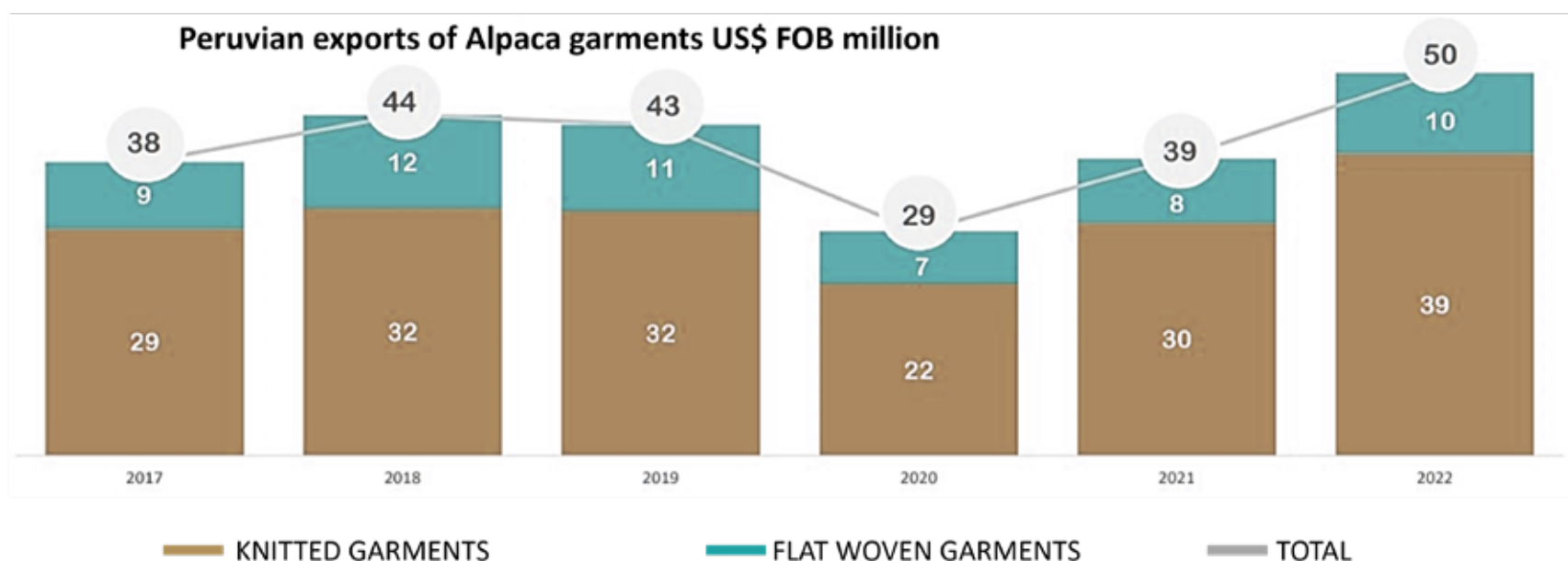
Evolution of Exports (2018-2022) US\$ million

	2018	2019	2020	2021	2022	Var.% 22/21
 FIBER	9	6	2	6	8	24.4
 TOPS	88	57	36	73	70	-3.9
 YARN	45	40	32	48	42	-11.5
 FABRICS	4	4	3	3	4	20.4
 GARMENTS ALPACA	44	43	29	39	50	28.8
 HOME TEXTILES	11	9	8	15	13	-11.0
TOTAL	202	158	110	184	187	1,8

It is noteworthy that during the same period garment exports totaled US \$ 50 million, achieving an increase of +28.8%, it is worth mentioning that garment exports involve a large part of the chain, therefore its importance for the sector, there were 333 companies that exported garments, in 2022, where 99% are MSMEs and represent 72% of shipments.



The increase in the line is mainly due to the growth in shipments of knitted garments (+29.8) and higher purchases from countries such as the US (+46.3%), Switzerland (+23.9%) and Belgium (+33.2%).)



Due to the importance of the alpaca industry for Peru, the sectoral brand “Alpaca del Peru” was developed in 2014, which was born with the aim of positioning the alpaca industry in high-end segments, making known the pillars of this industry: sustainability, ancestry, social impact, exclusivity, and origin.

Since then, different actions have been developed to position the “Alpaca del Peru” brand in the world:

- Collaborations with prestigious brands Max Mara, Eleventy (Italy), Peruvian Connection, Bergdorf Goodman (USA), Jazmin Chebar (Argentina).
- Participation in international fairs (Pitti Filati, Première Vision).
- Development of POP Ups in the main markets.
- Alpaca Awards: linking international design schools with Peruvian companies in order to disseminate alpaca fiber as a commercial alternative, the Alpaca Awards has been held with Esmod (France), Ecole nationale supérieure des arts visuels de La Cambre (Belgium), BIFT (China).





For the year 2023, PROMPERU has contemplated carrying out the following activities to promote both the sourcing format and its own brand of the alpaca line:

International fairs:

- Neonyt – Germany
- Tranoï – France
- Premiere Vision París – France

Commercial Wheels:

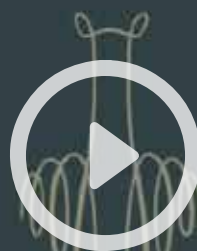
- Misión Comercial Perú Textiles – Lima
- Perú Moda & Deco – Lima

Commercial Missions:

- Perú Moda in Asia (Tokio & Shanghái)

Special programs

- Brand Promotion Program



ALPACA
DEL PERU

Video “Alpaca del Peru” ([see here](#))



PROGRESS OF RAS IN PERÚ

By Daniel Arestegui

Peru has a population of more than 5 million alpacas, equivalent to 75% of the world's population; Likewise, the Peruvian Breeder Textile Cluster is made up of an innovative and highly competitive processing and clothing industry, vertically integrated and with an international presence.

Alpaca fiber, throughout its value chain, involves more than 150 thousand families, in the stages of breeding, transformation, clothing and textile crafts. The links of breeding and crafts are coincidentally concentrated in the poorest areas of the country; these activities being vital for the subsistence of these populations. This supports the social and economic impact of alpaca livestock and the textile cluster that has developed on it.

In recent years, animal fibers have been questioned for the apparent impact of livestock activity on the environment; as well as the alleged animal abuse that could occur in the breeding processes and specifically in the shearing of its fiber. In June 2020, an NGO released on its social networks a video, evidently manipulated and taken out of context, which denounced animal abuse in the process of shearing alpacas, and encouraged the public not to consume garments made with its fiber.

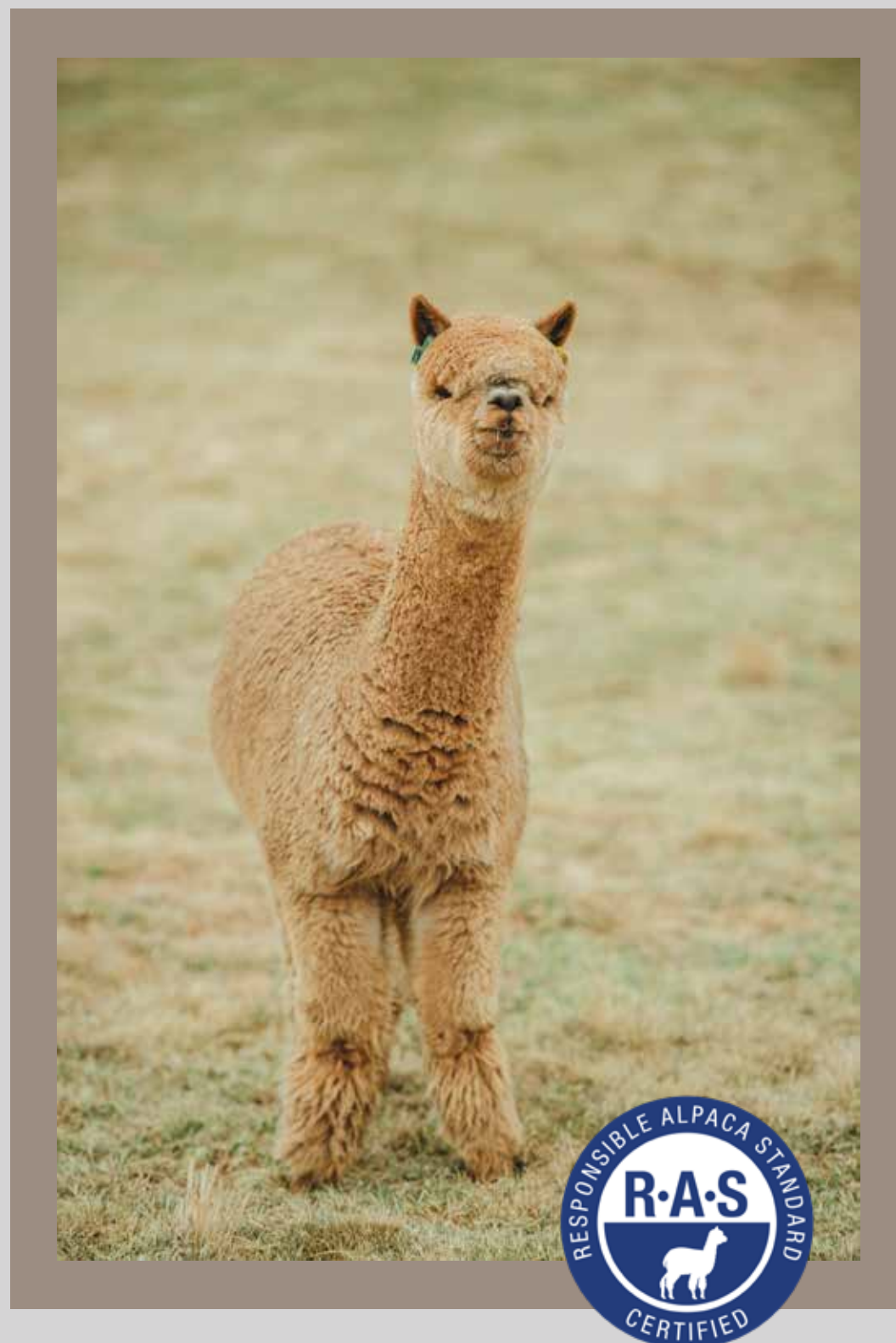
That same month Textil Exchange (TE) activated the International Working Group (IWG) of the Responsible Alpaca Standard (RAS) and the International Alpaca Association (AIA); as well as its technical ally the Alpaca Civil Association of Peru (ASCALPE), joined forces to bring the contributions and opinions of Peruvian Alpaca Breeders and professionals to the IWG of the RAS. In this way we had a leading participation in the work tables and technical meetings convened by TE; managing to present a proposal to implement the RAS in 3,000 alpaca farms nationwide, in a span of 5 years (2022 – 2027).

Two years have passed since RAS 1.0 was published by Textile Exchange and the results of the implementation and progress of RAS in Peru are interesting:

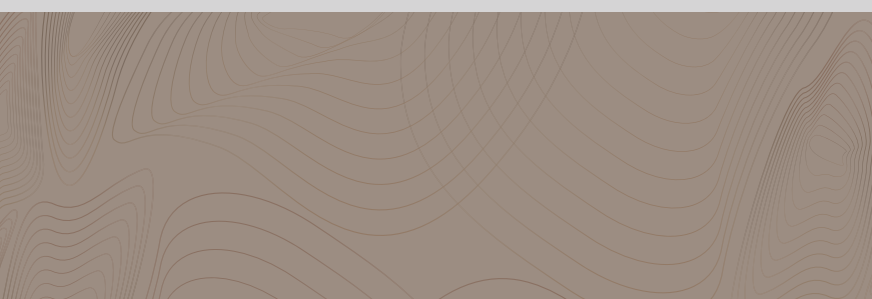




- Implementation and RAS Certification in more than 400 production units (alpaca breeding). The group certification modality has been mainly used, forming internal control systems in each group.
- In the 2021-2022 shearing campaign, approximately 250 thousand kilos of alpaca fiber certified with RAS have been marketed.
- In the 2022-2022 shearing campaign, approximately 350 thousand kilos of alpaca fiber³ certified with RAS have been marketed.
- In the next shearing campaign (2023-2024) we could reach 500 thousand kilos of certified alpaca fiber.
- 05 fiber processing companies have RAS certification: 02 styling plants, 02 spinners and a garment plant.
- We have two certifying entities operating in Peru; with Accredited Peruvian inspectors.
- A training program for RAS implementers led by the AIA and ASCALPE is being developed, which has the endorsement and sponsorship of Textil Exchange. In March, the first RAS Implementers course was held in Peru, in which 48 professionals and field technicians (many of them breeders) participated.



- We can affirm that it has been a challenge to achieve the implementation and certification of groups of small alpaca breeders of medium technological level, thanks to an arduous work of technical assistance and accompaniment of internal control systems.
- The RAS generates continuous improvement processes in the alpaca production centers. There is also evidence of an "Intangible Added Value" in the certified fiber lots; This will be maintained as long as the market recognizes differentiated prices.
- In the following years, the support of State Entities, Universities and NGOs, at the level of promotion, guidance, implementation, etc., will be indispensable to improve and expand the scope of the implementation of the RAS in Peru.





In relation to the environmental impact and carbon footprint of alpaca fiber, the claims of the Sustainable Apparel Coalition (SAC) regarding various textile materials, cataloged in the Higg Index, has been harshly questioned by experts and the global textile community; ending with the removal of public information from the Higg Index in June 2022.

However, it has become clear to us the need to have objective studies and primary source that allow to reveal the true environmental impact of the Alpaca textile industry, particularly in the high Andean ecosystems, natural habitat of alpacas.

We are aware that despite having interesting results of the Alpaca Life Cycle Analysis Studies sponsored by Promperu and carried out by the Pontificia Universidad Católica del Perú and the Comparative Study carried out by SCS Global Service and sponsored by Incalpaca TPX; it is mandatory to have LCA studies carried out by experts of recognized international trajectory, with approved methodologies and that have the sponsorship and endorsement of neutral entities and referents.

For this reason, since September 2022 we have started conversations with Textile Exchange to have their endorsement and sponsorship in the realization of an LCA by an international expert with extensive experience and trajectory in this type of studies. We hope to start the LCA in the second half of 2023 and the Peruvian alpaca textile industry, as well as the Peruvian Government through Promperu are committed to its prompt realization.

We are sure that the results obtained will allow us to demonstrate the true impact of alpaca farming and the textile industry on the environment and in particular in the Peruvian Andes.



NEWS

NATURAL FIBRE CONNECT 2023

The International Alpaca Association will again be part of the "NATURAL FIBRE CONNECT", a world meeting of fibers of animal origin, unique in its kind.

NFC is an international conference that unifies challenges and challenges of the Alpaca, Cashmere, Wool and Mohair industries; organized by the International Alpaca Association (AIA), Mohair South Africa (MSA), the Sustainable Fibre Alliance (SFA) and The Schneider Group.

On this occasion, the second edition of the NFC will be held in hybrid mode (Face-to-face and Online) on September 28 and 29, 2023 in the city of Biella, Italy. In order to address issues related to the textile industries of animal fiber.

There will be 2 days of live presentations that will feature:

- Expert speakers
- Textile entrepreneurs
- Breeders
- Panel Discussions
- Working group sessions
- Streaming and recordings available on NFC's Zoom events platform

Additionally, from September 25 to 27 (optional) there will be:

- Visit to factories in Biella and Prato
- Recycling workshop in Prato
- Guided tours around Biella

We invite you to participate and be a part of Natural Fibre Connect 2023.

FOR A WORLD WITH MORE NATURAL FIBERS BY 2030!





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