

International Learning Route

“Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”

-LATINAMERICAN COURSE-
30th of July - 14th of August 2012



Territory synopsis: The Moche, Perú

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ABBREVIATIONS

APEGA	Peruvian society of gastronomy
CI	Cultural Identity
CRT	Communitarian Rural Tourism
IEP	Peruvian Studies Institute
Innova TRC	Innovation and good practices of Rural Communitarian Tourism
MINCETUR	Ministry of International Commerce and Tourism
NGO	Non Governmental Organisation
PROCASUR	Regional Program for South-to-South Learning
PUCP	Pontificia Universidad Católica del Perú
Rimisp	Latinamerican Centre for Rural Development
RTD-CI	Rural Territorial Development with Cultural Identity

1. INTRODUCTION

This document includes a brief synopsis of some of the studies carried out in the framework of the Rural Territorial Development with Cultural Identity (RTD-CI) of Rimisp - Latin-American Centre for Rural Development - regarding the Moche culture in Peru and its valorisation. The aim of this document is to familiarize the visitors of the Latin-American course of the Intercontinental Learning Route “Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”, organized by the RTD-CI/Rimisp, the Corporation of the Regional Program for South to South Learning (PROCASUR) and the support of the Peruvian society of Gastronomy (APEGA), Consulters A. Ugaz among others.

The first part of the document will present the cultural aspects that characterize the territory, focusing on the valorisation of the pre-Hispanic culture, its archaeological heritage, its gastronomy and natural biodiversity; and a number of case studies which have been prioritized for the Learning Route visit. Thereafter, the analytic axes that will be observed in each case study will be presented followed by a discussion related to an array of questions that are pertinent to the learning objectives of the route. Finally, an analysis of the limitations and potentialities of the territorial experience will be presented in the last section of the document, which will lead to the bibliography that will provide links of interest for those who wish to expand their knowledge of the territory.

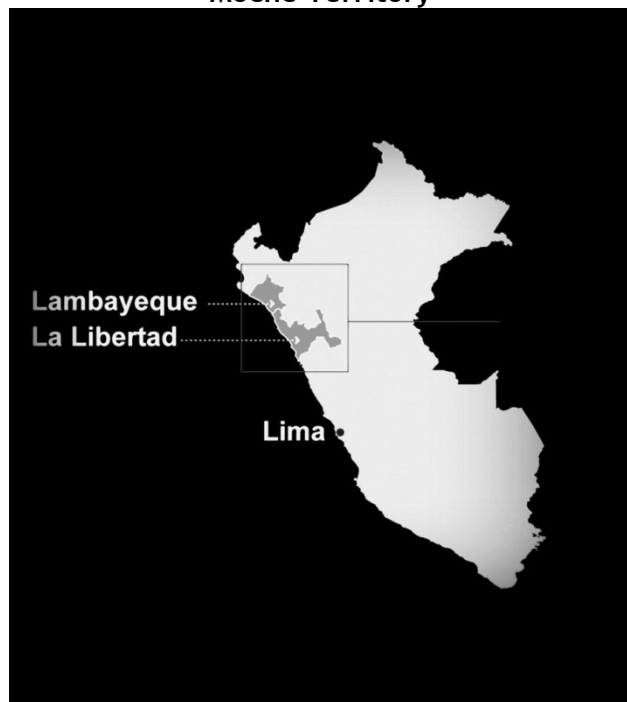
2. TERRITORIAL CONTEXT AND ITS MAIN DYNAMICS

The Moche territory is located in the northern coast of Peru, in the regions of La Libertad and Lambayeque. The territory is a very dry desert, with sporadic rains, which in some instances have been catastrophic (El Niño phenomena). Its population and productive activities are concentrated in the fertile valleys, which are blessed with water that originates from high up in the Andean peaks. Since the pre-hispanic era this area has been the economic and administrative centre of the territory. The northern coast is the natural region with the highest levels of development in Peru. La Libertad and Lambayeque are in an intermediate level of income per capita and human development. Nevertheless, this data obscures an important part of the regions reality, as living conditions are precarious in large extensions of rural areas. The livelihood strategies of the inhabitants of these rural areas are dedicated to agriculture, fishing and other traditional activities (Trivelli y Hernández, 2007).

In 2009, Ranaboldo and Schejtman describe a variety of territorial typologies related to the dynamics arising from cultural identity (CI). Within these typologies, they defined that the Moche territory belonged to the Type 2 territorial typology (contradictory development dynamics, which has also been ascribed to the case of the Archipelago of Chiloé). However, nowadays there are increasing signs, which lead to think that the territory is aiming to “recreate” and reinforce their cultural heritage and identity so that they become development axes, which would position Moche as a Type 3 territory¹.

¹ Type 3. Territories that “recreate” a cultural identity. It’s a configuration in which dynamic activities (which generate economic growth) is increasingly based on its CI, even when it has to be “recreated” in the territory. Therefore, the objectives of poverty reduction, an increase in equality and an improvement of environmental sustainability appear to be directly linked to the effects derived from these dynamic CI activities.

Map 1.
Moche Territory



Source: Promperú

On one hand, agriculture in Peru's northern coast is renowned for having favourable conditions. The coast benefits from having the most productive soils of Peru, due to the topographic quality, water supplies, and for its accumulated density of investments and infrastructure (Eguren, 2003). The territory is distinguished for sugar cane, fruits and vegetables production, particularly that of mango and asparagus. There is also a concentration of industries that transform juices, pulps and nectars. The cultivated areas vary from 600 to 700,000 hectares, depending on water availability and other climatic and economic conditions.

On the other hand, in the past years, the territory has experienced a valorisation of its natural and cultural assets, mainly related to:

- a) The discovery, restoration and exhibition of extraordinary world renowned archaeological complexes and museums;
- b) The relation with Peruvian's gastronomic boom as the northern cuisine is amongst the most important of the country, not only for its variety (products of the coast derived from the mountains and jungles) but also for the inclusion of ancestral knowledge (mochinas, african, chinese);
- c) Conservation initiatives of the highly biodiverse dry equatorial forests, also known as the green desert. The Chaparrí reserve is an exceptional example.
- d) The beach and sands attractions, mainly related to the favourable characteristics for aquatic sports such as *surfing* and *kite surfing*. An estimated 45,000 tourists surf the Peruvian waves, contributing to an average of 55 million dollars per year (PROMPERU, 2011).

This valorisation has been possible due to the active involvement of public actors (national and sub-national), intermediate and large entrepreneurs; NGOs and foundations; local stakeholders (small-scale producers, chefs, cooks, artisans, archaeologists, and mystics among others).

This dynamic scenario is intrinsically linked to the tourist sector via the Moche Route, which includes an array of museums, archaeological and other sites (see table 2)

The Moche Route is a demonstration of the advancements that the strategies of valorisation of cultural identity (CI) have accomplished. Archaeology has ceased to be merely a scientific matter and is now in the public agenda, involving national, regional and local authorities, and an array of diverse of private actors (Hernández, 2010).

Table 2.
Archaeological Heritage in Moche.



Source: Promperú

Taking into consideration what was discussed above, the next box specify the expectations related with this course of the Route in Moche:

Box 1.
Learning objectives of the Moche Territory

1. Get to know whether, and under what conditions, does the valorisation of archaeological heritage have a favourable impact upon the material life conditions of rural inhabitants, mainly via improving the public goods (highway recuperation, improving communication networks, and the provision of basic services such as electricity and clean water). Furthermore, is it possible to talk of an “impact” arising from local inhabitants’ narratives related to identity and history? Two issues will be focused upon: i) the construction of archaeological museums and its impact in surrounding areas and ii) the increasing importance of archaeology in local agendas (political and economic).
2. Observe if the pulsating costal territorial dynamic, establishes relations with the interior fraction of the region and what opportunities could this represent for the development in the

mountainous area, considering the demand for products and services with cultural identity. The aim is to explore the development opportunities (with specific reference to the establishment of farmer-cook alliances) for small-scale producers and tourism and alimentation service providers in internal rural areas.

3. Identify the existing opportunities in the strengthening of alimentation systems, which seek to attain food security in regional markets.

Taking into account the objectives of the Learning Route, case studies have been prioritized in the next table. The selected case studies are organized according to analytic axes mainly focused on the components related to the valorisation of natural and cultural assets, instead of focusing on costal agriculture or the “sun/beaches/extreme sports” tourism sites. Nevertheless, throughout the various meetings and conversations held in the Route, discussion will engage with a vast array of present territorial dynamics, its complementation or antagonism; as well as its future prospective.

Table 1.
Case studies visited in the Learning Route of the Moche territory

Analytic axes	Case studies presented in the Route	Location	Relevant aspects for learning
Tangible cultural heritage (archaeological sites)	Archaeological site of Túcume.	Túcume	<ul style="list-style-type: none"> • Relation between the valorisation of archaeological heritage and territorial development • Incorporation of archaeological heritage in local identity • “non-traditional” local actors • Articulation between public and private initiatives. • Local governance
	Archaeological complex of Sicán.	Sicán	<ul style="list-style-type: none"> • Relation between the valorisation of archaeological heritage and territorial development • Territorial benefits. • Business participation
	Burial site of the Sun and the Moon	Trujillo	<ul style="list-style-type: none"> • Relation between the valorisation of archaeological heritage and territorial development • External stakeholders contributions, such as the Backus Foundation • Local sense of ownership related to the “burial site effect” and the development of small-scale enterprises in the territory. • Involvement of educational centres.
Management of natural resources/conservation biodiversity/ agricultural and livestock base	Chapharrí Natural Reserve. Rescue centre of the Andean Bear.	Chapharrí.	<ul style="list-style-type: none"> • Communitarian management of a natural reserve, which belongs and is administrated by an agrarian community. • Relation with public programs, winners of the innovation and good practices of Rural communitarian Tourism

			competition (innovation TRC) of the Ministry of Exterior commerce and Tourism (MINCETUR).
	Callanca-Monsefú Corridor and its local markets.	Chiclayo	<ul style="list-style-type: none"> • Relation between costal agriculture and small-scale farming and livestock production: diversification and biodiversity • Relation between farmers, livestock producers and gastronomic enterprises. • Local, regional and national markets • Quality products, denominations of origin, and collective brands.
Intangible cultural heritage: knowledge, arts and trades.	Food tastings and local gastronomic exhibitions such as: <ul style="list-style-type: none"> • Gastronomic enterprises involving women, which is part of the TRC-MINCETUR program. • Tastings of local gastronomy prepared by female cooks of the Túcume Archaeological complex. 	Throughout the Route in the territory	<ul style="list-style-type: none"> • Gastronomy as a factor in cultural identity • Gastronomy as an articulating force between sectors and productive chains • Gastronomy as a catalyst for development and rural tourism.
	Artisanal trades and products around the burial sites ² .	Throughout the Route in the territory	<ul style="list-style-type: none"> • Recreating a Moche identity, • Appropriation of a Moche identity due to the active participation of the inhabitants.

3. INITIATIVES/STRATEGIES TAKING PLACE WHICH VALORISE BIOCULTURAL DIVERSITY

This section will provide a brief description of some of the initiatives related to the RTD-CI processes that have been taking place in the territory, which will be visited in the Learning Route. These initiatives pertain to the following analytic axes.

a) Valorisation of the archaeological heritage

The museums of the northern coast are a result of the confluence of three main types of actions: the work of archaeologists who work in the area that generate sensibility about the preservation of pre-hispanic heritage; the efforts of authorities to promote the northern coast as a touristic destination; the search for development agendas that will lead to new strategies to reduce poverty of the inhabitants of the Peruvian coast. The construction of these spaces triggers a sense of great pride among local people, and also, they constitute an opportunity to attract the attention of authorities (Hernández, 2010).

- **Túcume Archaeological Complex**

Túcume is located 33 km north of Chiclayo in the Lambayeque region. It is a district capital of intermediate size, with an important tradition and a very consolidated identity. In 1993 the

² For more information regarding products and services with CI visit:
<http://www.cholonautas.edu.pe/moche/index.shtml>

first “site museum” will be inaugurated. It is a museum with small dimensions, which has been developed by working intensely with the community, involving it in the process of heritage conservation and seeking to capitalize it, as a strategy for local development. The archaeological complex is composed of 29 pyramids of different sizes. The pyramids surround the population and are totally integrated to the local traditions and folklore (Hernández, 2007). Despite the relative marginality from the touristic circuit, the museum has triggered the interest of the local community to push forward the valorisation of their heritage as an end in itself and not merely for tourism purposes (Hernández, 2010).

- **Burial site of the Sun and Moon**

The countryside of Moche is located in the Moche district, in the outskirts of Trujillo, capital of the La Libertad region. In June of 2010, the doors of the Site Museum of the burial site of the sun and moon were opened (Hernández, 2010). For its operation, arrangements with national and foreign universities were realized in order to attract specialists, recreational activities (such as contests) have had a great impact, and strategies aimed at the divulgation of the discoveries were also instigated. These burials are now an important cultural reference in the region and are positioning themselves as an important touristic destination (Trivelli y Hernández 2009). In 2010, a project with Fondoempleado³ will commence, to train local people in gastronomy with the idea to create a quality mark.

b) Biodiversity

- **Chaparrí Reserve**

Chaparrí is a Private Ecological Reserve located in the community of Santa Catalina in the city of Chongoyape, 62 Km West of Chiclayo. 10 years ago the community carried out an analysis of their conditions and the possibility for development. They destined 86% of their territory (34,412 ha.) for conservation activities and tourism. The Peruvian state officially declared this area as a Private Conservation Area. During the conservation processes, the habitat of different species⁴ of birds, reptiles, mammals, amphibians and plants, were recuperated.

c) Gastronomy

The Moche region gastronomy is one of the most important in Peru. It has a millenarian tradition that is exposed in the museums of the region. Many businesses linked to gastronomy are also directly related to the archaeological discoveries of the region. There are several cases where restaurants have sprouted in the proximity of new museums, which has been beneficial for the restaurants. Many of the gastronomic fairs of the area, organized by the regional government, take place inside the museums. Furthermore, archaeology is a strong force in the consolidation of gastronomic tourism in the region. In the region there are products with Denomination of Origin (DO) such as the milk of Lambayeque, which is a product used in local gastronomy and is considered as an element of the millenary culture (Fairlie y Solis, 2011).

4. ANALYSIS OF THE POTENTIALITIES AND LIMITATIONS OF THE TERRITORIAL EXPERIENCE

The following table is a brief synopsis that analyses the potentialities and limitations of the territory from a RTD-CI perspective. Essentially, it is based on studies of different nature that have been driven in the area - with local participation- and considerations that arise from the public policy sphere.

The table can represent a concise baseline aimed at evidencing the learning objectives of the Route. This table is in line with the **questions posed in box 1** where the learning objectives were presented.

³ Ministry of production.

⁴ The conservation of Chaparrí is the most densely populated area of bears in South America. .

It is important to clarify that the questions are not aimed at evaluating Moche, but they are a tool to establish a dialogue between the participants of the Route and the hosts that will yield mutual benefits, as many issues tackled are applicable, and valid, in many similar territories in Latin America and other regions of the world.

Table 3
Map of potentialities and limitations/challenges in the RTD-CI processes in the Moche Territory

Potentialities	Limitations/Challenges
<ul style="list-style-type: none"> • There are no doubts that the territory has great potential to develop RTD-IC processes due to its abundant cultural and natural richness. • Synergies between motors of development are starting to develop which were not considered previously. For instance: gastronomy linked to small and diverse agrarian and livestock production; the archaeological heritage open to be enjoyed by society and its function as a driving force for multiple rural and urban/rural businesses; the interest of the population to rescue the multiple artistic forms - music, dances, festivities; the valorisation of the territory based on constructions (hotels and restaurants) and the management of reserves, among other elements. • The valorisation of the archaeological heritage in the territory has been a success. The monuments are known at national and international level. • Important investments of the central government in processes of cultural tourism and rural communitarian tourism support a different/complementary form of tourism to the conventional one. • There has been an articulation between the public and private sectors with local stakeholders. • Improvement of the access routes and other communication infrastructure. 	<ul style="list-style-type: none"> • The very ambitious processes are in a constant learning phase, with different actors involved having diverse expectations. ¿Could a slim mapping of actors, strategies and demands help define more precisely the public/private key paths that could lead to a consensus about the territorial strategy and a territorial coalition that fosters it? • Communitarian museums or communitarian archaeology is yet to be attained as external actors have put these in function. • How can the heritage treasures increase the level of benefit for local stakeholders with limited opportunities? How can heritage goods trigger territorial processes instead of leading to processes of “de-territorialization”? How to simultaneously strengthen collective public goods and individual private goods? • Tourism is yet to expand to unaffected areas of the territory ¿Can rural tourism be a catalyst for spreading the effect throughout the territory? Where do the differences/inequalities reside among portions of the territory (for instance Mountainous vs. Coastal areas and how can these be surmounted • The majority of the population that has a business with CI is not able to generate high quality products with any consistency. What elements of creativity and innovation could be inserted/strengthened to reinforce the arts and local trades? How can this be accomplished? • Is this a territory that is building a territorial brand of its own? How could there be a more specific branding strategy, such as the denomination of origin of foodstuffs?

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USEFUL LINKS

APEGA

<http://www.apega.pe/>

Todo sobre la Sociedad Peruana de Gastronomía y su rol en el boom gastronómico peruano.

Mistura 2012.

<http://mistura.pe/>

Aquí encontrará información sobre la feria gastronómica más importante de Latinoamérica.

Mapa de productos y servicios con identidad cultural de la campiña Moche.

<http://www.cholonautas.edu.pe/moche/index.shtml>

En este espacio encontrará información sobre los diferentes emprendimiento en las zonas enfocadas a la valorización de la IC.

¿Qué encuentro en la Ruta Moche - La Libertad?

<http://www.promperu.gob.pe/www.youtube.com/watch?v=AhHh5xXY1mY>

Es un video realizado por Promperú sobre la Ruta Moche.

Promoción de la Ruta Moche en varios medios y con varias audiencias.

<http://www.notiviajeros.com/tag/ruta-moche/>