

## Café Selva Norte

### Section 1: Concept Overview

**Project Objective:** Café Selva Norte’s objective is to work with small farmers to responsibly use the land to create sustainable agroforestry and forest systems that sequester carbon. The optimal agroforestry systems can accelerate communities’ development through improved incomes and livelihoods of the producers and also tackle climate change and land degradation by optimizing degraded pastures lands.

**Brief Description:** Started in 2019, Café Selva Norte is a 15-year project that grew from our long-lasting relationships with cooperatives in northern Peru where we currently work with 8 cooperatives, to reverse land degradation and restore degraded land by :

- Providing financial support for the renovation of aging farms and/or restoration of degraded land into agroforestry systems including trees plantation
- Building a state-of-the-art dry processing mill, co-owned by coops, for improved quality and traceability.
- Generating carbon credits within two VCS certified projects – one for ARR and one for conservation
- Generating added value for cooperatives and their members through sales of coffee and carbon credits.

Over its lifespan the project aims to finance 3000 producers and double their income, finance the conversion of 8,250 hectares into agroforestry systems, conserve 200,000 hectares and sequester and avoid 3.8M tonnes of Co2.

**Country of Focus:** Peru

#### Key Performance Indicators:

Indicator	Metric	Baseline (2020)	Project Target (2021)
Number of hectares renovated	Number of hectares	280 hectares	500 hectares for 2021
Number of trees planted	Number of trees planted	280 000	300 000 for 2021
Containers of sustainable coffee sold	Number of containers	75	150 for 2021

#### Please indicate how this project aligns with the 2025 Targets:

- |                                                      |                                                                     |
|------------------------------------------------------|---------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Resilient supply | <input checked="" type="checkbox"/> Improve well-being & prosperity |
| <input type="checkbox"/> Strengthen market demand    | <input checked="" type="checkbox"/> Conserve nature                 |

Improve resilient supply and well being & prosperity through:

- Financial support (micro-credit) for producers to invest in conversion of degraded land and renovation of aging coffee farms
- Construction of a state-of-the-art dry processing mill – to increase quality, and traceability of coffee, and therefore increase producers’ incomes
- Generation of carbon credits – revenues shared between cooperatives and Urapi – cooperatives are



then required to use the revenues for further technical assistance  
 -Commercialization of the commodities (coffee, carbon, and timber)

Conserve nature through:

The project aims to conserve 200,000 hectares of forests in coffee production landscapes via VCS certified carbon project.

**Project Status:** Existing project under implementation

**Project Timeline:** Café Selva Norte Project started in 2019 and is funded until 2034. We seek partnerships for the coming year – and ideally following years – to co-finance the production of tree seedlings and technical support to maximize their survival rate.

Start date: July 2021 End date: July 2022 - ideally, we would like to renew this project annually

## Section 2: Partnerships

### Involved Parties:

Organization Name	Role in Project	Contribution
ECOTIERRA	Lead	In cash and in-kind, project designer and operator
UNICAFEC Coop	Implementer	In-kind: Technical and staff support
El Milagro Coop	Implementer	In-kind: Technical and staff support
Gallito Rocas Coop	Implementer	In-kind: Technical and staff support
Bosques verdes Coop	Implementer	In-kind: Technical and staff support
Jumarp Coop	Implementer	In-kind: Technical and staff support
Cedros Café Coop	Implementer	In-kind: Technical and staff support
Cecafé Coop	Implementer	In-kind: Technical and staff support
Selva Andina Coop	Implementer	In-kind: Technical and staff support
URAPI Sustainable Land Use Fund	Funder	In cash

### Expectations for Partner Engagement:

We are looking for two types of engagement:

1. Coffee purchases from cooperatives engaged in our project via our ElevaFinca brand ([www.elevafinca.com](http://www.elevafinca.com))
2. Financial support for production of tree seedlings and technical assistance to maximize their survival rate

Deadline for partnership opportunities December 2021

## Section 3: Funding

### Project Costs:

<b>Total project costs</b>	<b>228,000 USD\$</b>
<b>Secured funding</b>	<b>0</b>
<b>Funding needed</b>	<b>228,000 USD\$</b>

**Explanation of Funding Use:** The funding amount will be used for the production, planting, and technical assistance to support survival rate of the trees over the course of the project. Note that this investment, will leverage Urapi

**For more information on this project, please contact [Andreanne Grimard](mailto:a.grimard@ecotierra.co) at [a.grimard@ecotierra.co](mailto:a.grimard@ecotierra.co)**