

## Project Name: Engaging smallholder Coffee Farmers around Bwindi Impenetrable National Park (BINP) in Gorilla Conservation Coffee

### Section 1: Concept Overview

**Project Objective:** To improve capacity, resilience and production of 800 smallholder coffee farmers around BINP, supporting improved livelihoods and incomes through improving harvest yield and quality; strengthening market demand for a quality, sustainable and ethically produced coffee with a cause; and increasing Gorilla Conservation Coffee's buying capacity. By improving livelihoods of community members adjacent to BINP, dependence on natural resources will reduce, thereby reducing threats to the endangered mountain gorillas and their habitat.

**Brief Description:** Conservation Coffee was started in 2015 to create a sustainable source of income for coffee farmers living around habitats where critically endangered gorillas are found to reduce their dependence on the forest to meet basic needs of food and fuel wood. At the time, lack of access to market meant that coffee farmers were receiving a very low price for their coffee, perpetuating poverty which, in turn, was driving poaching and illegal activity in the forest. To achieve the above objective, Gorilla Conservation Coffee will support farmers living next to gorilla habitats through training workshops in sustainable and efficient farming methods, as well as by buying coffee from smallholder farmers at a premium, above market price. A donation from every bag sold will support gorilla conservation and community health non-profit programs of Conservation Through Public Health ([www.ctph.org](http://www.ctph.org)). The coffee will be processed and marketed, under Gorilla Conservation Coffee's established brand, for domestic and global Lifestyles of Health and Sustainability (LOHAS) consumers who are willing to pay more for a quality, sustainable and ethically produced product which also supports mountain gorilla conservation. "Teaming up with other organizations in the Sustainable Coffee Challenge will help us achieve a balanced planet" Dr. - Gladys Kalema-Zikusoka, Founder, Gorilla Conservation Coffee.

**Country of Focus:** Uganda

### Key Performance Indicators:

Indicator	Metric	Baseline	Project Target
Number of smallholder coffee farmers trained in a year	Number of people	550	800
Amount of red cherry coffee processed in a year	Tonnes	100	200
Number of smallholder farmers we purchase coffee from	Number of people	150	250
Increase in productivity amongst GCCoffee farmers	Percentage	50	65
Increase in coffee supplier numbers	Suppliers	150	250

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



- Resilient supply
- Improve well-being & prosperity
- Strengthen market demand
- Conserve nature

Coffee farmers will be equipped with farming skills to support increased production capacity and yield of coffee per farm, as well as in quality management that will guarantee stable, quality supply to the expanding market. Gorilla Conservation Coffee helps to promote single origin, traceable, sustainably and ethically sourced “coffee with a cause” from around protected areas which strengthens market demand. Providing a premium price to coffee farmers around protected areas also helps improve their wellbeing, income generating capacity and livelihoods, helping to guarantee a livable income and building resilience. By improving people’s incomes and providing viable alternative livelihoods, Gorilla Conservation Coffee helps to reduce dependence on natural resources to meet basic needs of food in fuelwood which, in turn, reduces bush meat poaching, illegal activity and associated threats to endangered mountain gorillas their habitat.

**Project Status:** Existing project under implementation

**Project Timeline:** *Start date: 01/08/2022 End date: 31/07/2023*

## Section 2: Partnerships

### Involved Parties:

Organization Name	Role in Project	Contribution
Bwindi Coffee Growers Cooperative	Mobilizing farmers	In kind
Nucafe	Roaster	In kind
Solidaridad	Technical Advisor	Financial and Technical
Moneyrow Beans UK	Distributor	Purchase and Distribute
GCCoffee USA	Distributor	Purchase and Distribute
Gorilla Coffee NZ	Distributor	Purchase and Distribute
Safari Lounge	Distributor	Purchase and Distribute

### Expectations for Partner Engagement:

Gorilla Conservation Coffee is seeking financial support / funding in order to expand our working capital so that we can purchase more coffee to meet the growing demand and, in particular, to purchase enough coffee to fill larger orders. There is a quick return on an investment in working capital as income earned through meeting the current demand for orders will be reinvested in more coffee purchases, growing and expanding the business. New farmers engaged will also be trained in GCCoffee and agronomic best practices, ensuring stable and high quality of produce. Gorilla Conservation Coffee works with the Bwindi Coffee Growers Cooperative, through which farmers are identified. A partnership with Nucafe supports highest quality roasting of GCCoffee beans. Solidaridad provides ongoing technical support and expertise. Gorilla Conservation Coffee has a network of distributors around the world who support sales and distribution. Conservation Through Public Health also established a Gorilla



Conservation Café where Gorilla Conservation Coffee is sold, including through creating a selection of specialty coffees. Food items are also available. The Gorilla Conservation Café helps to promote the Gorilla Conservation Coffee brand.

**Deadline for partnership opportunities: 7/31/2022**

### Section 3: Funding

**Project Costs:**

<b>Total project costs</b>	<b>USD 300,000</b>
<b>Secured funding</b>	<b>USD 44,000</b>
<b>Funding needed</b>	<b>USD 256,000</b>

**Explanation of Funding Use:** Gorilla Conservation Coffee is seeking financial support / funding in order to expand our working capital so that we can purchase more coffee to meet the growing demand and, in particular, to purchase enough coffee to fill the larger orders that we receive, including by building some coffee stocks. There is a quick return on an investment in working capital as income earned through meeting the current demand for orders will be reinvested in more coffee purchases, growing and expanding the business. There is proven high demand for Gorilla Conservation Coffee which we would like to capitalize on to bring increased impact to the community members around BINP as well as to further improve mountain gorilla and biodiversity conservation. New farmers engaged will also be trained in Gorilla Conservation Coffee and agronomic best practices, ensuring stable and high quality of produce. GCCoffee will also expand draying facilities.

**For more information on this project, please contact [Lawrence Zikusoka, Co-Founder and Advisor, Gorilla Conservation Coffee](mailto:supporter@ctph.org) at [supporter@ctph.org](mailto:supporter@ctph.org).**