

Plant Trees. Save Coffee.

Building Resilience in Coffee Communities

Frequently Asked Questions

This year, in celebration of National and International Coffee Day, the Sustainable Coffee Challenge will promote a crowdfunding campaign to support coffee farmers in landscapes across Honduras, Colombia and Peru that are threatened by climate change and market instability. The campaign will raise funds from consumers as well as companies to provide coffee farmers with healthy coffee seedlings and coffee-friendly trees.

Find out more about the campaign by reading through the frequently asked questions (FAQs):

Why is Conservation International promoting a renovation program at a time of oversupply and low prices?

The long-term effects of climate change will dramatically shift coffee supply in the future. Investment today helps ensure a long-term, diversified supply of coffee into the future AND supports farmers by enabling them to re-invest in their coffee farms during periods of low prices.

What is the minimum amount that a company can donate?

We understand that members of the Sustainable Coffee Challenge range in magnitude and capacity, and therefore welcome contributions of all sizes to this campaign. All partners who donate will be recognized for their contributions on the sustaincoffee.org website. Lead partners are those who contribute \$100,000 or more.

Will it be possible to support this campaign ongoing, and not just in September, if I collect the donations through my own website and then transfer the money to your organization?

Yes! While we are launching the campaign during coffee month, we will continue to fundraise for crop renovation and reforestation efforts and would welcome donations beyond the month of September.

How can we share this with our partners and clients?

Conservation International has developed a [landing page for individuals](#) who are interested in contributing to the campaign. In addition, CI will be sharing a communication toolkit that includes sample language, images and links to the campaign landing page that can be used when communicating with partners and clients.

Have you selected the farms/ farmers that will be supported?

Specific farms have yet to be identified as we do not want to create expectations before funds have been raised. That said, CI has an initial idea of local supply chain partners that could be beneficiaries of the funding, though we'll also open requests for farmer groups to members of the Challenge working in these three regions once there is more clarity on available funds.

Can you provide more details about the 3 landscapes that were identified?

The campaign will benefit coffee farmers in Antioquia, Colombia; San Martin, Peru; and Ocotepeque, Honduras. These landscapes were chosen due the need for climate-resilient actions to sustain coffee production and coffee producers, and the opportunity to expand existing initiatives to reach more producers. Depending on the success of the campaign, future fundraising efforts could expand the focus regions and countries.



Who are the implementing partners for the program?

Conservation International will work closely with local organizations in the three countries to roll-out the seedling (coffee & trees) provision. In Peru & Colombia where Conservation International has field offices, donations will expand the reach of current activities in these regions. In Honduras, CI will work closely with partners in the Alliance for Resilient Coffee who have field presence in Ocotepeque.

What is the coffee planting material that you are planning to distribute?

The genetic materials for each region will be chosen with local partners and will consider availability and cultural relevance. Coffee seedlings will also consider potential for cup quality and climate resilience.

What are the non-coffee trees that you are going distribute? Native trees?

Conservation International will promote the planting of native trees that have both economic and environmental benefits and are locally available and accepted by farmers.

Additional questions? Please contact scc@conservation.org