



ALL IN



2020 ALL PARTNER MEETING
March 3-4 2020 - Austin, Texas



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**SUSTAINABLE
COFFEE
CHALLENGE**



SUSTAINABLE COFFEE CHALLENGE 2020 ALL-PARTNER MEETING

March 3 (10 AM-5 PM) – March 4 (9 AM-4 PM)

The LINE Hotel

111 E Cesar Chavez, Austin TX 78781

Room: Topaz Ballroom 3

2020 ALL-PARTNER MEETING AGENDA

Overview

The fourth in-person All-Partner Meeting of the Sustainable Coffee Challenge is a 2-day meeting will take place on March 3 and 4 in Austin, Texas preceding the NCA Annual Convention. It is open to Challenge partners and those interested in learning more about the initiative. As we embark on our 5th year as a partnership, we will reflect on the advances we have made together, the challenges we continue to face and the opportunities we have to significantly advance our agenda of making coffee the first sustainable agricultural product. We will come away with a renewed road map and action plan for the next phase of the initiative and take time to build community and to inspire and learn from one another as we celebrate our achievements together.

Desired Outcomes

At the end of the 2 days we will leave with:

1. A shared understanding of progress made over the past 5 years and what more needs to be done
2. Input and alignment around the new 5-year plan and clear sense of how to participate in and contribute to the agenda in the coming year
3. Identification of the types of actions needed + the role of the Challenge in driving these forward
4. A renewed commitment to transparency and action to address the greatest challenges by all attendees in 2020
5. A greater sense of community among Challenge partners and friends





DRAFT AGENDA

Day 1: Tackling even greater challenges together – what are they and what will it take?

| <i>Time</i> | <i>Topic</i> |
|---------------|---|
| 10:00 – 10:30 | Welcome, Objectives + Introductions |
| 10:30 – 11:00 | Icebreaker + Coffee |
| 11:00 – 11:30 | Year in Review |
| 11:30 – 12:30 | An Even Greater Challenge: What have we achieved and what lies ahead? |
| 12:30 – 1:30 | Lunch |
| 1:30 – 2:30 | The Role of Sustainable Sourcing Today and in the Next 5 Years |
| 2:30 – 2:45 | Coffee Break |
| 2:45 – 3:45 | The Labor Challenge |
| 3:45 – 4:45 | The Forest Challenge Facing the Coffee Sector |
| 4:45 – 5:00 | Reflections + Wrap up of Day 1 |
| 5:00 – 7:00 | Happy Hour – Dean’s One Trick Pony – The Line Hotel |

Day 2: Tackling the Future Together - Building our Collective Plan and Road Map

| <i>Time</i> | <i>Topic</i> |
|---------------|---|
| 9:00 – 9:30 | Welcome, reflections + overview of the day |
| 9:30 – 10:45 | Beyond Renovation to Farm, Household + Landscape Adaptation |
| 10:45 – 11:00 | Coffee Break |
| 11:00 – 12:30 | Coffee as a disruptor of climate change |
| 12:30 – 1:30 | Lunch |
| 1:30 – 2:30 | Next Generation Targets, Commitments + Metrics for Success |
| 2:30 – 3:30 | Our 2020 road map and the 5-year plan |
| 3:30 – 4:00 | Reflections + Closing |

THANK YOU TO OUR MEETING SPONSORS!





THANK YOU TO OUR SPONSORS

The Challenge is grateful for your support!



OUR ADVISORY COUNCIL

We would like to thank the members of the advisory council for your continued strategic advice and guidance to the secretariat on the future direction of the Challenge.



DEREK BOTHEREAU⁺
Starbucks Coffee Company



KIM ELENA IONESCU⁺
Specialty Coffee Association



WHITNEY KAKOS⁺
Keurig Dr Pepper



RICARDO OTEROS
Supracafé



ANDREA OLIVAR
Solidaridad



ERIC PONCON
Ecom Agroindustrial Corp. Ltd.



CURT REINTSMA
U.S. Agency for International Development, Bureau for Food Security



MIGUEL ZAMORA
Rainforest Alliance



VICTORIA ZIMMERMAN
McDonald's Corporation



GERARDO PATACCONI
International Coffee Organization



DAVID PIZA⁺
S&D Coffee and Tea



BILL MURRAY⁺
National Coffee Association



ANNETTE PENSEL
Global Coffee Platform

⁺ = Members of Strategy Taskforce



THE CHALLENGE SECRETARIAT

The secretariat of the Challenge is composed of Conservation International staff, based in Washington DC, Brussels and Lima
Contact our team via scc@conservation.org



BAMBI SEMROC
Vice President



RAINA LANG
Director



NIELS HAAK
Senior Manager



LORENA GARCIA-BUSTOS
Manager



VALERIE BEARD
Manager



DORA SAMANIEGO
Manager





THE YEAR IN REVIEW



CHALLENGE TIMELINE



IN 2018-2019



THE CHALLENGE TODAY





NEW PARTNERS SINCE LAST ALL-PARTNER MEETING

| | | |
|--|---|--|
| 4C Services GmbH | FARM-TRACE | Qahwah Club |
| Albertsons Companies | Food 4 Farmers | Redstart Roasters |
| Arbor Day Coffee | GRAS Global Risk Assessment Services | Reily Foods |
| BELLSYSTEM24, Inc. | HOLONIC | RGC Coffee |
| Blanchard's Coffee Roasting Co. | Jacob Douwe Egberts | SODEXO |
| Cafe Vittoria | Kahlúa | Strategies for International Development |
| Community Coffee Company | Kauai Coffee Company | Streamliners Espresso Bar |
| eco.business Fund Development Facility | Kroger | Target |
| ecogrounds Coffee | National Coffee Association | Westrock Coffee Company |
| Elements Coffee | Nedcoffee (Sudcen Coffee, Nedcoffee BV, Coffee America) | |
| Enveritas | Philz Coffee | |

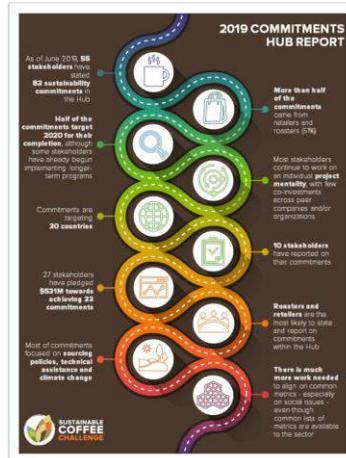
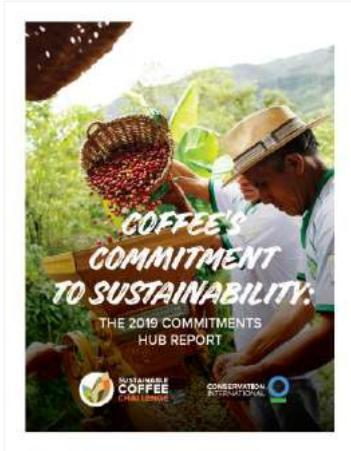


63 PARTNERS WITH COMMITMENTS

| | | |
|--|---|--|
| 4C Services | Fundacion Cohonducafe | Rainforest Alliance* |
| Ahold Delhaize | Holoníc | Redstart Roasters |
| Albertsons | Jacobs Douwe Egberts | Reily Foods |
| Allegro Coffee Company | Kauai Coffee Company* | RGC Coffee |
| Alsea | Keurig Dr Pepper | S&D Coffee & Tea |
| Arbor Day Coffee | Kroger | SAKURA, INC.* |
| Arizona State University* | Lagom Coffee Roastery | San Martín Regional Government, Peru* |
| Association Cafe Africa | Mae Fah Luang Foundation under Royal Patronage | Smithsonian Bird Friendly |
| Bellsystem24 | Massimo Zanetti Beverage USA | Solar Lifestyle GmbH |
| Boncafe | McDonald's Corporation | Solidaridad |
| Cafexport S.A.R.L. Sucursal Colombia | Mercon | Starbucks* |
| Cafinco | Mexico's Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA) | Strategies for International Development |
| Center for Coffee Research and Education (Texas A&M) | Mi Cafeto Co., Ltd.* | Sumerian Coffee* |
| Community Coffee Company | Mother Parkers Tea and Coffee | Supracafe S.A |
| Conservation International | Moyee Coffee | Target |
| Dunkin' | National Agricultural Export Development Board (NAEB) | The Sustainability Consortium* |
| eco.business Fund Development Facility | NCBA CLUSA* | TreeHouse Foods, Inc |
| ecogrounds Coffee | Nescafe* | Walmart |
| Ecotierra | Nespresso S.A.* | Westrock Coffee Company |
| EFICO* | Pelican Rouge | World Coffee Research |
| Elements Coffee* | PUR Project | |
| Farmer Brothers | | |

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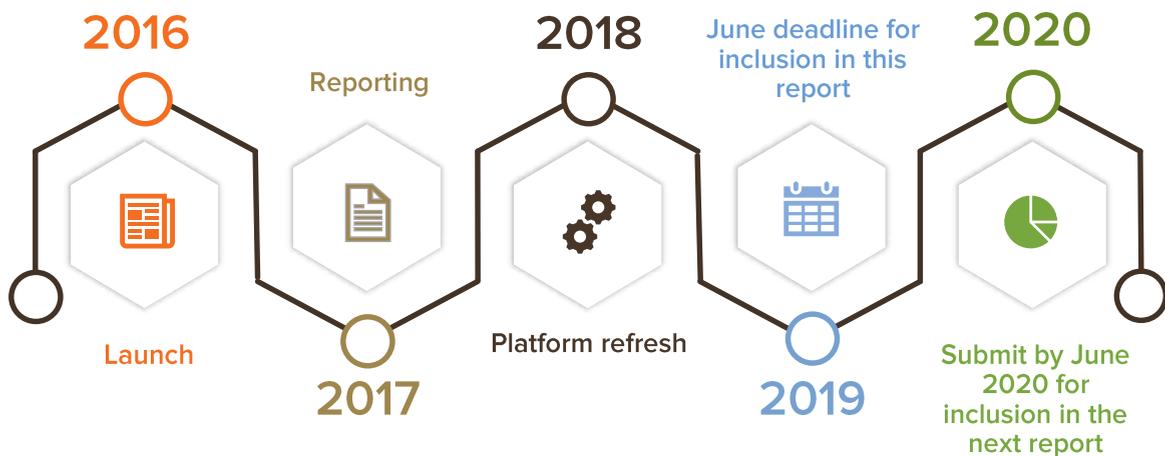
1ST ANNUAL COMMITMENTS HUB REPORT



Download the Hub report, [here](#) and/or listen to the launch webinar, [here!](#)



OUR COMMITMENTS HUB JOURNEY



COFFEE IS INVESTING \$531 MILLION IN SUSTAINABILITY

27 stakeholders, mostly roasters and non-profits

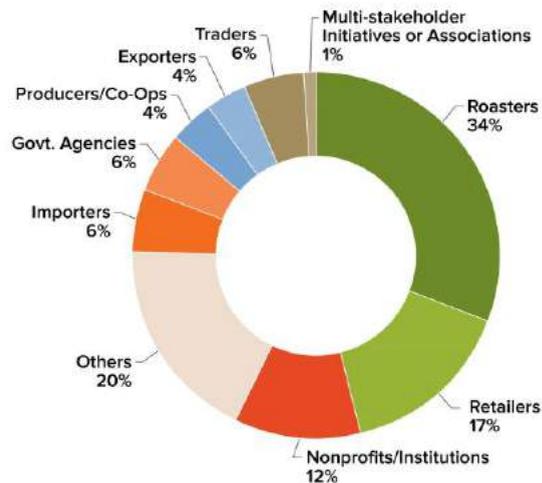
33 commitments

\$380M global actions without a specified country

\$151M specific countries

37% of investment committed to sustaining supply

THE PRIVATE SECTOR IS LEADING THE WAY IN STATING COMMITMENTS



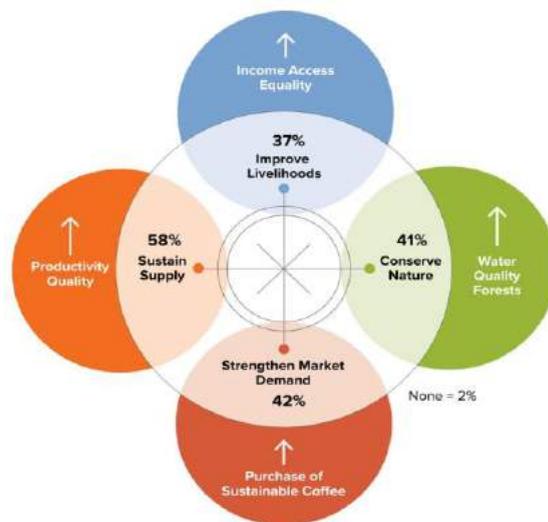
51%

MORE THAN HALF OF EXISTING COMMITMENTS SHOULD BE ACHIEVED BY 2020

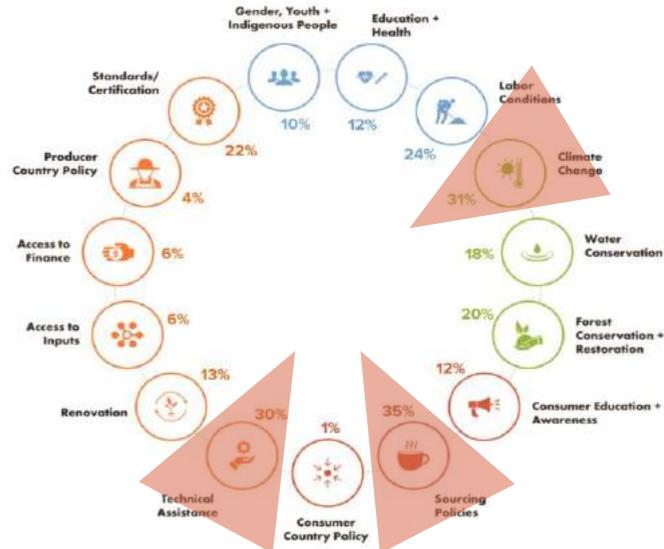


55%

OVER 50% OF COMMITMENTS FOCUS ON SUSTAINING COFFEE SUPPLY



MOST COMMITMENTS FOCUS ON SOURCING, TECHNICAL ASSISTANCE & CLIMATE CHANGE



UPDATED COMMITMENTS SNAPSHOT

- **35%** are made by roasters
- **57%** have a global focus
- **33%** relate to sourcing
- **30%** relate to climate change
- **37%** have a 2020 deadline

- **18%** increase in # of commitments since the Hub Report and
- **60%** increase in # of actors reporting progress



ACTION NETWORK HIGHLIGHTS



Scaling Up Sustainable Coffee Sourcing

- Published the short guidance document on [“Supporting Farmers in a Volatile Coffee Market”](#)
- Refreshed the sustainability framework to put a greater focus on farmer profitability
- Developed a set of principles for ensuring farmer benefit from traceability programs.

Improved Labor Practices & Supply

- Developed a set of [good labor practices for coffee with a sample model code of conduct and checklist](#).
- Convened a workshop with Rainforest Alliance to identify opportunities to jointly address labor conditions in Brazil.



Farm Renovation & Rehabilitation

- New [R&R pocket guide](#)
- [Interactive guidebook on the R&R page](#).
- Plant Trees. Save Coffee. campaign supports collective tree goal

Mapping + Monitoring of Coffee + Forests

- Launched a [2.5-year project to map coffee and forests in Colombia and Indonesia](#) together with CIAT, The Sustainability Consortium, Rainforest Alliance and CI with support from the Walmart Foundation.
- Developing definitions for forest types and infographics on forest risks and opportunities for major coffee producing countries.



SCC/PARTNERSHIP HIGHLIGHTS



Commitments Hub

- 2019 Commitments Hub Report

Sustainability Framework

- Launch of a new brochure version of the Sustainability Framework with 15 Intervention Pathway cards here in Austin

Partnerships

- Signed an MoU with the National Coffee Association
- Signed the London Declaration
- Contributed to the SCA Coffee Price Crisis Initiative Taskforce



Bambi Semroc, VP, Conservation International and Bill Murray, CEO, National Coffee Association, stand for a photograph after signing an MoU.



MEDIA HIGHLIGHTS



MAJOR EVENT HIGHLIGHTS



SCC partners take over the 'Nature's Climate Hub' at UN Climate Week in NYC with a photo gallery about impacts of climate change on coffee communities

CI's CEO, M. Sanjayan provides the keynote address at SCTA Forum + Gala Dinner in Basel, Switzerland, calling on the coffee sector to scale investments in climate adaptation + mitigation



On behalf of CI/SCC, Bambi Semroc accepts the 2019 Coffee Quality Institute (CQI) Merit Award at the CQI luncheon during the SCA EXPO

COMMITMENTS HUB

Online Materials

2019 Commitments Hub Report



This inaugural report reflects the Challenge's mission to increase transparency, accountability and collaboration in coffee sector sustainability and highlights trends among the sustainability pledges and commitments made by more than 50 partners as of June 2019.

Sustainable Coffee Challenge Commitments Hub Guidebook



New to the Challenge or curious about how to best navigate the Hub? This is the "Guidebook" to all things at the Challenge. The guide describes and illustrates exactly how to use the Commitments Hub platform, outlines which questions are asked on the Hub's commitments and reporting forms, and more.

2019 Commitments Hub Report Webinar



Listen to the webinar recording launching the 2019 Commitments Hub Report. This 50-minute webinar walks listeners through the major findings and shares notable trends and metrics used to achieve sustainable coffee sourcing, conserve nature and improve the livelihoods of coffee farmers and their communities.

2019 COMMITMENTS HUB REPORT RECAP



COMMITMENTS SNAPSHOT

- 51%** of commitments are made by retailers and roasters
- 52%** of commitments have a global focus
- 35%** of commitments relate to sourcing policies
- 55%** of commitments will reach maturity by 2020
- 54%** of commitments tagged SDG 12, Responsible Consumption & Production

PARTNERS WITH COMMITMENTS

4C Services
 Ahold Delhaize
 Allegro Coffee Company
 Alsea
 Arizona State University
 Association Cafe Africa
 Atlas Coffee Importers
 Bellsystem24
 Bon Appétit Management Company
 Boncafe
 Cafexport S.A.R.L Sucursal Colombia
 Cafinco
 Center for Coffee Research and Education (Texas A&M)
 Conservation International
 Dunkin'
 Ecotierra
 EFICO
 Farmer Brothers
 Fundacion Cohonducafe
 Jacobs Douwe Egberts
 Kauai Coffee Company

Keurig Dr Pepper
 Lagom Coffee Roastery
 Mae Fah Luang Foundation under Royal Patronage
 McDonald's Corporation
 Mercon
 Mexico's Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA)
 Mi Cafeto Co., Ltd.
 Mother Parkers Tea and Coffee
 Moyee Coffee
 National Agricultural Export Development Board (NAEB)
 NCBA CLUSA
 Nescafé
 Nespresso S.A.
 Onda Origins
 Pelican Rouge
 PUR Projet
 Rainforest Alliance/UTZ
 RGC Coffee
 S&D Coffee & Tea
 San Martin Regional Government, Peru

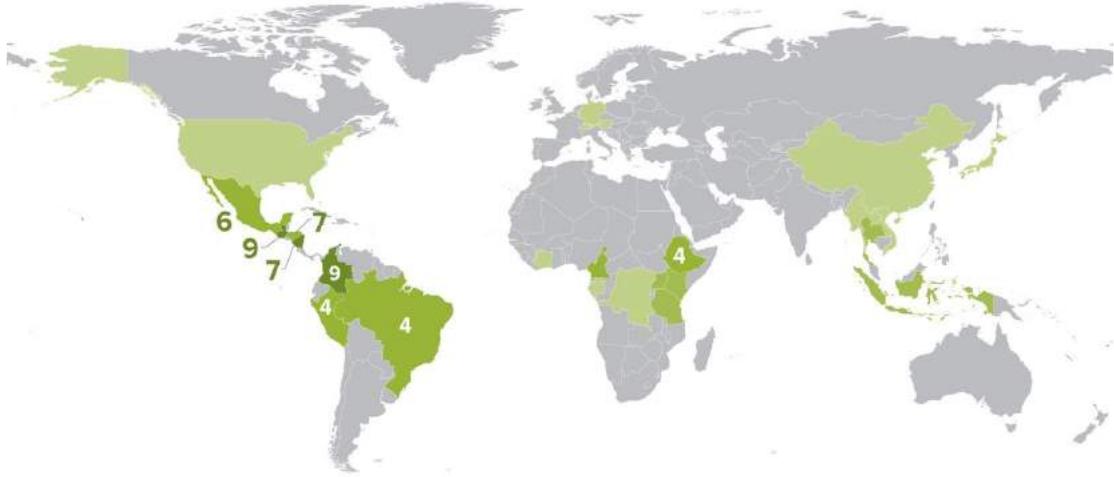
Smithsonian Bird Friendly
 Solar Lifestyle GmbH
 Solidaridad
 Starbucks
 Strategies for International Development
 Sumerian Coffee
 Supracafé S.A
 Target
 The Sustainability Consortium
 TreeHouse Foods, Inc
 University of Montana Dining
 Walmart
 Westrock Coffee Roasting
 World Coffee Research

Interested in stating your commitment? Visit www.sustaincoffee.org

ONLY 18% OF STAKEHOLDERS WITH COMMITMENTS HAVE REPORTED RETAILERS AND ROASTERS ARE PAYING THE WAY



COMMITMENTS SUPPORT 30 COUNTRIES, MOST IN LATIN AMERICA



MOST COMMITMENTS CONTRIBUTE TO RESPONSIBLE CONSUMPTION AND PRODUCTION, ZERO HUNGER AND DECENT WORK AND ECONOMIC GROWTH



52% OF COMMITMENTS NOTED A PARTNER, WITH 39% OF COMMITMENTS STATING MORE THAN ONE

- Cauca or Caldas, Colombia – local government, university, cooperatives
- Guatemala, Honduras, Nicaragua – non-descript partners



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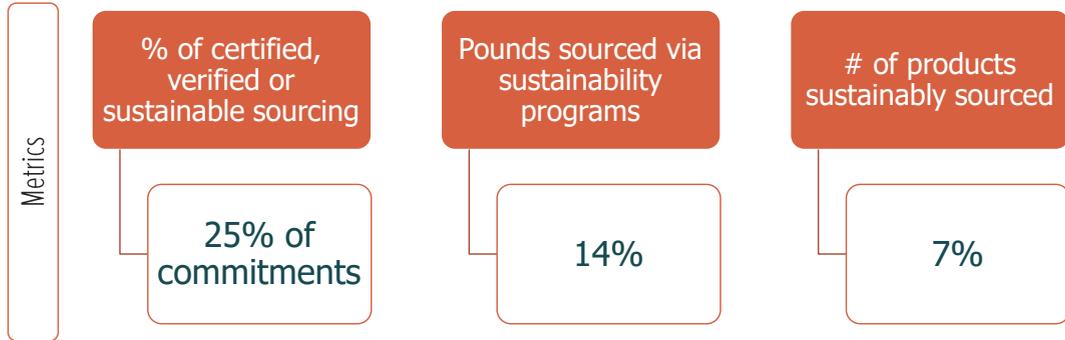
METRICS

| Actor Type | # Actors | Commitments | Commitments with Metrics | % Commitments with Metrics |
|---|----------|-------------|--------------------------|----------------------------|
| Roasters | 18 | 28 | 17 | 61% |
| Retailers | 12 | 14 | 11 | 79% |
| Nonprofits or Institutions | 10 | 10 | 8 | 80% |
| Others | 9 | 17 | 15 | 88% |
| Importers | 5 | 5 | 3 | 60% |
| Government Agencies | 3 | 5 | 5 | 100% |
| Producers/Co-Ops | 2 | 3 | 3 | 100% |
| Exporters | 2 | 3 | 3 | 100% |
| Traders | 2 | 5 | 5 | 100% |
| Multi-Stakeholder Initiatives or Associations | 1 | 1 | 1 | 100% |

STRENGTHEN MARKET DEMAND

Sustainable Sourcing (+ Standards/Certification)

Commitments: 29 (20 with metrics)
78% of stakeholders listed at least 1 metric



SUSTAIN SUPPLY

Technical Assistance (incl. Producer Country Policy)

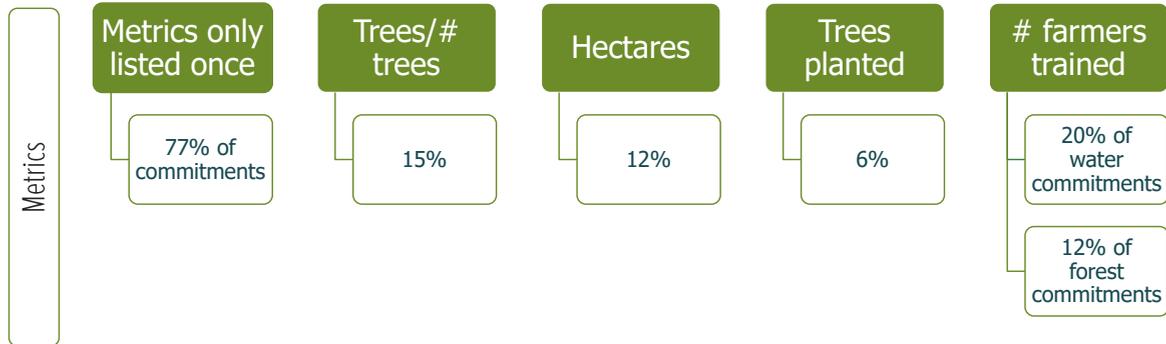
Commitments: 25 (22 with metrics)
91% of stakeholders listed at least 1 metric



CONSERVE NATURE

Climate Change, Forest Conservation & Water Conservation

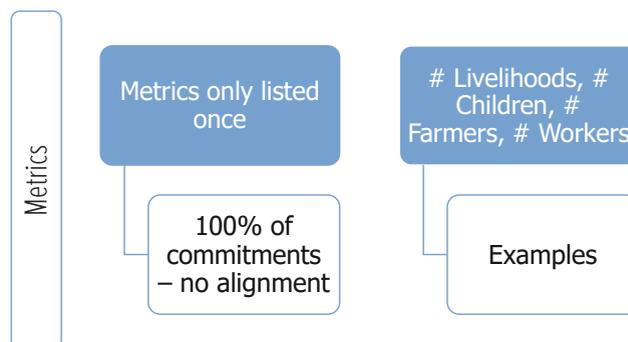
Commitments: 34 (29 with metrics)
84% of stakeholders listed at least 1 metric



IMPROVE LIVELIHOODS

Labor

Commitments: 20 (14 with metrics)
88% of stakeholders listed at least 1 metric



WE ARE UP TO THE CHALLENGE

Advancing the sustainability agenda for the coffee sector through 2025

YESTERDAY'S CHALLENGE

Conservation International, together with Starbucks and 16 partners launched the Sustainable Coffee Challenge in December 2015 at the Paris climate meetings. Our goal is to accelerate action to make coffee the world's first sustainable agricultural product. Over the past five years we have:

1. Aligned the sector around a **common sustainability framework**;
2. Increased **transparency of sustainability commitments** across the sector – resulting in 67 stakeholders making 97 commitments that add up to more than \$531M in collective investment in sustainability efforts;
3. Built the **trust and partnerships** necessary to secure over **\$2M in new investments** over the past 12 months to advance the **collective action networks** in addressing the most challenging issues facing the sector.
4. Created a wide range of **tools and resources** to guide partners in their sustainability efforts; and

The Challenge is now a **movement of over 140 like-minded partners** – representing companies, governments, civil society and research institutes - working together to advance our common sustainability agenda. The Challenge is **embedded in Conservation International - one of the world's leading conservation organizations**, with boots on the ground across the coffee belt and partnerships with governments, businesses, coffee associations and leading NGOs. **We recognize that coffee needs both people and nature to thrive.**

THE CHALLENGE TODAY

The world has changed significantly over the past five years, as has the coffee sector. We have met some challenges, but new and even greater ones have emerged. Environmental risks – climate action failure, extreme weather, biodiversity loss, natural disasters and human-made environmental disasters – now present the greatest risk to economic stability and social cohesion¹. Global movements led by youth activists and scientists² are urging governments and business to fund sustainable, nature-based climate solutions that benefit people and our planet.

The question facing the coffee sector today is how to **maintain a diversified supply of coffee that meets growing demand** at a time when:

1. **Climate change** is reducing the area suitable for production, pushing high-quality arabica production into higher altitudes and threatening the last remaining intact forest areas; and

¹ [Global Risk Report 2020](#)

² <https://www.conservation.org/video/nature-now-video-with-greta-thunberg>

2. **Low commodity prices** make coffee less profitable for farmers in the vast majority of producing countries, creating conditions in which farmers may choose to replace coffee with other non-tree crops. Doing so only increases global carbon emissions and further contributes to climate change.

MEETING THE CHALLENGE

As a tree crop farmed by millions, coffee has the potential to be a sustainable, natural climate solution and once again lead the way on sustainability within the agricultural sector. If the sector can **double or even triple productivity on the existing 10 million hectares** of coffee lands over the next 25 years, we can improve the livelihoods of farmers, **conserve up to 20M hectares of forest**, and **avoid an estimated 1.65-3.3GT of carbon emissions**.³

In addition, there is the potential to increase tree cover on an estimated 41% of all coffee lands. Doing so could **store an additional 25M-148M tons of carbon** on coffee lands depending on the type of production system introduced.

Achieving these results will require unprecedented investments in renovation and rehabilitation of coffee farms coupled with technical assistance and forest conservation incentives and safeguards.

OUR 2025 TARGETS

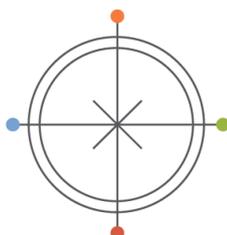
The coffee sector secures 100 million tonnes of carbon and

SUSTAIN SUPPLY

Improves smallholder production by **215,000 MT** through renovation and other investments.

IMPROVE LIVELIHOODS

Increases coffee farmer revenue by at least **20%** in support of a living income.



CONSERVE NATURE

Restores **1.5M hectares** of tree cover + conserves **500,000 hectares** of forest.

STRENGTHEN MARKET DEMAND

Transitions the **entire market** to sustainable sourcing.

We will do this by initially focusing efforts to **sustain supply and avoid expansion into forests in five countries: Indonesia, Mexico, Peru, Ethiopia and Uganda**. Each of these countries

³ World Coffee Research and Conservation International (Coffee in the 21st Century) have each independently projected 2050 demand for coffee to be between 2 and 3 times current levels. Assuming a hectare of tropical forest stores 165 tons of carbon, we can calculate the potential carbon savings from avoiding coffee expansion. In addition, Jha et al 2012 estimated that 41% of coffee area has no shade production and estimated the extent of shade systems in each country. Rikxoort et al 2014 estimated the carbon in different coffee production systems. We combined these figures to estimate the carbon potential from improved shade management.

has tremendous need for smallholder renovation and the potential to significantly increase yields without extending the footprint of coffee beyond degraded lands.

In addition, **Brazil, Indonesia, Vietnam and Mexico have the greatest potential for planting additional trees on farms** whether it be via shade or other interventions like windbreaks, live fencing or other practices that optimize production, income and tree cover. By introducing some trees on coffee farms in these countries we could both increase farm income and store at least **19M tons of additional carbon**.

Each of these targets provides multiple benefits to coffee, people and nature.

- By transitioning supply chains to sustainable sources, the Challenge will send strong demand signals for supply chain transparency, living income and adoption of better agronomic, social and environmental practices.
- By **renovating 286,000 hectares** of smallholder farms in 5 countries we **can increase coffee production by over 224,000 MT**, improve farmer incomes **and avoid the clearing of 455,000 hectares of forest and the release of 75 million tons of carbon** in Ethiopia, Uganda, Mexico and Peru.
- By **restoring 1.5M hectares** of tree cover on coffee farms in **Indonesia, Brazil, Mexico, Vietnam and Mexico** we can shelter coffee from the impacts of climate change, sequester **19M tons of carbon** and diversify and increase the income of **1.8M farmers** by at least **20%** by linking them to tree crop and carbon markets.
- By ensuring a smooth transition from coffee where climate is making continued production unfeasible (e.g. El Salvador, southern Mexico) , we can create transition plans that stabilize farmer incomes and are carbon neutral.

We will identify and develop interventions that support these goals in at least 10 production landscapes across the 8 target countries that will serve as models and priorities for the Challenge. We will also encourage consumers to offset the carbon footprint of their coffee and support the restoration and renovation efforts through an on-line coffee and carbon calculator.

The Challenge will convene partners via the Collective Action Networks to identify joint priorities and opportunities, provide resources and drive investments to achieve these targets.

To track progress against these goals, the Challenge will encourage partners to make new and more ambitious commitments that support these targets and state these in the Commitments Hub. The Challenge will publish an annual Hub report showcasing our progress towards these goals. We will also develop a peer-to-peer tool to help stakeholders compare their commitments to leaders in the sector as a way of encouraging more ambitious action.

WHAT IS DIFFERENT?

The Challenge will continue to push for more ambitious and transparent sustainability commitments throughout the coffee sector. We will increasingly focus our efforts in driving commitments and investments – individual and sector wide – to 4 key areas: sustainable sourcing, living income for farmers and workers, climate adaptation, and forest conservation

and restoration. In some regions the coffee sector will need to consider responsible divestment strategies that enable farmers to transition from coffee. In each of these places we will aspire to improve farmer incomes and be carbon positive. We will actively leverage public and private funding to significantly expand the reach of existing programs.

The Challenge will continue to manage the Commitments Hub on behalf of the sector and to facilitate collective action networks. We anticipate partners stepping in to increasingly lead new networks. And we will expect partners to provide more financial support to the initiative in the ways that make sense for them.

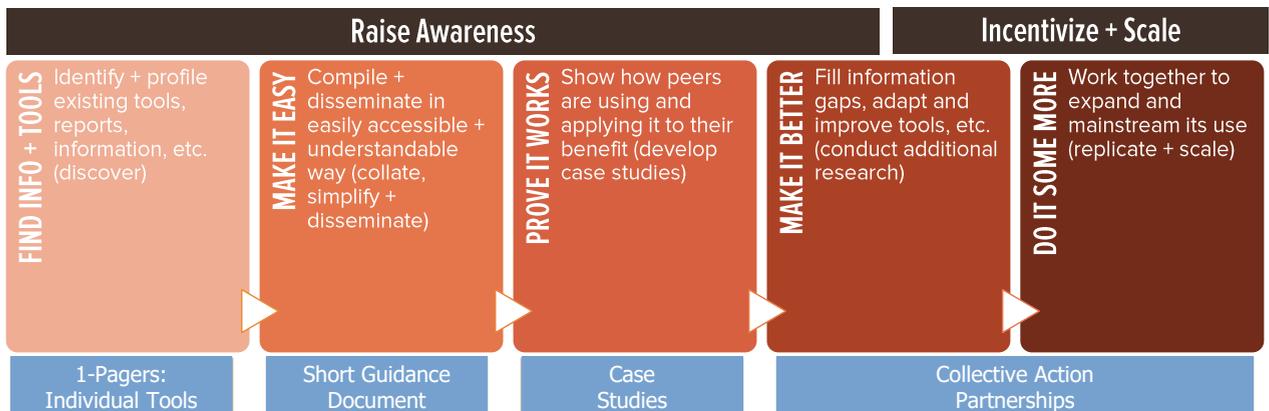
JOIN US! MEET THE CHALLENGE HEAD ON!

Visit www.sustaincoffee.org to make a commitment today and help us demonstrate that rather than a victim of climate change, coffee has an important opportunity to be a climate change disruptor through the united efforts of farmers, companies, governments, civil society and consumers.

COLLECTIVE ACTION NETWORKS



ADVANCING COLLECTIVE ACTION



MAPPING ACTION NETWORK

Online Materials

Mapping Pocket Guide



Read this pocket guide for an introduction to coffee and forest mapping and monitoring – understanding deforestation risks in coffee, understanding stakeholder interests and their needs, and more.

Mapping Country Sheets



Peruse the Coffee Production in the Face of Climate Change: Country Profiles which are part of the “Brewing Up Climate Resilience in the Coffee Sector” report, a publication from Conservation International, Global Coffee Platform, coffee&climate, IDH The Sustainable Trade Initiative and Specialty Coffee Association.

Sustaining Coffee and Forests in Colombia + Indonesia



Conservation International, The International Center for Tropical Agriculture, International Coffee Organization, The Sustainability Consortium, and Rainforest Alliance have joined forces within the Sustainable Coffee Challenge to map and monitor coffee’s footprint in relation to forests in Colombia and Indonesia. The results of the analysis will guide us to address the problem. Read more about the project.

ETHICS OF *Traceability*

HOW CAN WE ENSURE TRACEABILITY BENEFITS SMALLHOLDER FARMERS?

Traceability programs have the potential to facilitate a two-way communication flow along the supply chain, but only if they are designed for this. Historically most traceability programs have been established to ensure retailers and roasters understand and have assurance about where their coffee comes from and the types of practices used to produce the coffee.

With the advent of enhanced digital traceability programs, including blockchain, there is tremendous opportunity for these programs to provide a two-way communication flow between roasters and cooperatives and even farmers. In order to achieve this, these programs must be designed with farmer and cooperative participation to better understand the information needs of the various stakeholders and the best way to transfer this to them.

The following set of principles begin to establish a code of ethics to assist stakeholders in designing traceability programs that help ensure farmer benefit. It is based in part on work undertaken by Conservation International and Starbucks to assess the types of information and services that smallholder farmers would be interested in receiving through digital traceability programs.

FIVE KEY PRINCIPLES

The Sustainable Coffee Challenge Sustainable Sourcing Collective Action Network has identified the following five key principles to guide the design of all traceability programs, whether they be digital or more traditional.

**Understand the value
of traceability for
cooperatives + farmers**

**Improve farmer access
to information and
technology**

**Improve farmer access
to financial services**

**Help engage the next
generation of coffee
farmers**

**Ensure farmers
understand their
personal informational
rights**

RECOMMENDATIONS

Within each principle we have identified recommendations to further guide the design of traceability programs to benefit farmers.

UNDERSTAND THE VALUE OF DIGITAL TRACEABILITY FOR COOPERATIVES + FARMERS

- Assess current level of information available to farmers and identify opportunities to fill gaps
- Assess the opportunity for traceability to provide additional economic value throughout the supply chain
- Design for a 2-way information flow via the program

IMPROVE FARMER ACCESS TO FINANCIAL SERVICES

- Explore opportunities to develop new financial service models with lower transaction fees and interest rates
- Look for opportunities to help farmers enhance their savings

ENSURE FARMERS UNDERSTAND THEIR PERSONAL INFORMATION RIGHTS

- Invest in digital literacy training for participating farmers
- Ensure farmers give consent to use of their data, images and stories
- Design for the ability to compensate farmers for their data, images and stories

IMPROVE FARMER ACCESS TO INFORMATION AND TECHNOLOGY

- Leverage technology to enhance farmer access to information (e.g. price, markets, products, availability of services, etc.)
- Continue to use traditional communications to reach all farmers within a cooperative

HELP ENGAGE THE NEXT GENERATION OF COFFEE FARMERS

- Integrate digital payments and technology within programs engaging young farmers

SOURCING ACTION NETWORK

Online Materials

Sustainable Sourcing Pocket Guide



Read this pocket guide for an introduction to sustainable sourcing – making sense of sustainable sourcing options, selecting among sourcing strategies, how to get started, and more.

Sustainable Sourcing Case Studies



Read this collection of 2-page case studies that profile Challenge partners that have made a public commitment to sustainable sourcing in the Hub. Each of these case studies highlights the sourcing commitment, its business case, strategy and progress, and includes key lessons and advice to others.

Sustainable Sourcing Infographic



Why purchase sustainable coffee? This infographic covers three major arguments – to meet demand, drive impact and manage risk.

LABOR COLLECTIVE

Action network

The Sustainable Coffee Challenge Labor Collective Action Network (LCAN) is a multi-stakeholder group seeking a coffee sector in which forced labor and child labor are eradicated, and in which working conditions enable all workers involved in coffee production to prosper.

WHAT COLLECTIVE ACTION ARE WE TAKING?

The LCAN has chosen the coffee-producing region of **Sul de Minas, Minas Gerais, Brazil** as a location for our first on-the-ground collective action. Our activities in Sul de Minas will focus on addressing **forced labor, safety and health risks to workers, and vulnerabilities of women workers**. The LCAN is partnering with Brazilian labor rights NGO InPacto to support this work. We are also working with additional key stakeholders in the region, including the Global Coffee Platform and Verite to maximize impact.

Our next steps are:

- March/April 2020: Two workshops in Sul de Minas to build a network of local stakeholders whose collaboration is critical to building collective action, and develop specific activity proposals.
- April 25, 2020: In-person meeting of the LCAN at the Specialty Coffee Expo (details below).
- Q3 2020: Begin implementation of activities in Sul de Minas.

HOW CAN YOU GET INVOLVED?

We would welcome new members to support our work. If your company or organization is interested in getting involved, please contact us at scc@conservation.org for more details.

MEET US AT SCA!

Join us **Saturday, April 25th from 9-10 am in room F149** at the Portland Convention Center for an in-person session to review proposals for activities in Brazil and identify collectively which ones are of most interest to support. Please RSVP by scanning the following QR code:



LABOR ACTION NETWORK

Online Materials

Improving Labor Practices + Supply Pocket Guide



Read this pocket guide for an introduction to improving labor practices and supply – types of labor, child labor in coffee, forced labor in coffee, and for principles, a code of conduct checklist and tools for good labor practices in coffee.

Labor One-Pagers



Are you curious about labor-related tools/resources publicly available to the sector? This document showcases more than 10 relevant tools, their geographic focus, questions the tool can answer, key lessons, and more.

RENOVATION & REHABILITATION

Collective Action Network

Partners in the Sustainable Coffee Challenge have come together to address the need for healthy, productive trees. **We have set a collective target of sustainably renovating and rehabilitating 1 billion trees by 2025.**



Commitments have been made by Nescafe, Starbucks, Mexico’s Secretary of Agriculture and Rural Development (SADER), Mercon, NCBA CLUSA, and the Plant Trees. Save Coffee. campaign.



Challenge partner¹ investments in R&R contribute to broad impacts. Commitments include \$27 million in funding, that will improve performance on 117,000 hectares and reach 381,800 farmers in 42 countries. Notable activities range from the provision of technical assistance, farmer financing and research.

\$27 million in funding

42 countries with R&R activities

117,000 hectares impacted

1,100 farmer field trials in place

381,800 farmers reached

6 varieties developed

¹ Made by Ecotierra, Dunkin', NAEB, NCBA CLUSA, Nescafe, SADER and WCR

R&R ACTION NETWORK

Online Materials

R&R Pocket Guide



Read this pocket guide for an introduction to renovation and rehabilitation – R&R 101, how serious the need is, why R&R is needed, the benefits to R&R, the critical pieces of a program, and more.

R&R 1-Pagers



Are you curious for an overview of R&R projects/programs? This document showcases more than 7 projects/programs, their geographic focus, key activities, impacts to date, key lessons, and more.

R&R for Resilient Coffee Farms: A Guidebook for Roasters, Traders and Supply Chain Partners

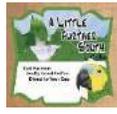


This is a robust guidebook of consolidated learnings and recommendations for the design of effective R&R programs for smallholder coffee farms. It includes, 1) an introduction to R&R, what it is, why it's needed and why it is difficult, 2) how to make R&R work, understanding different R&R needs and contexts, and 3) investment cases, who can help where, and much more.

R&R Country Sheets



These country data sheets illustrate the need for crop renovation and rehabilitation across 17 of the largest coffee producing countries. The purpose of the data sheets is to give coffee sector stakeholders an overview of how countries' needs and priorities differ, and thereby help identify what type of action is needed where.





Enveritas



Neumann Kaffee Gruppe



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