

# Agroforestry and Reforestation Insetting Projects



## OVERVIEW

Agroforestry consists of regenerating and preserving agricultural and forestry ecosystems by planting trees around and inside coffee plantations. PUR Projet has implemented agroforestry among coffee tree plantations in rural farming communities threatened by poor coffee yields, degraded ecosystems and climate change extreme events affecting crops. Trees are planted by farmers to provide food, fuel, and environmental benefits, while increasing coffee yields and quality.

Trees within coffee plots allow regeneration and soil fixation, preservation of biodiversity, improved productivity and quality of coffee, and an additional source of income for local communities. These trees also allow farmers to diversify their crops, thus increasing climate resilience and reducing the risk of shifting to monocrop culture. The projects are funded by coffee companies willing to inset (offset internally), their carbon and water footprint as well as generate multiple positive impacts for People and the Planet.

## GEOGRAPHIC FOCUS

Ethiopia, Tanzania, Colombia, Guatemala, Peru, Indonesia, Thailand.

## KEY ACTIVITIES

Developing insetting agroforestry projects at the landscape level, from project design, nursery, plantations, certifications (VCS, Gold Standard) and project monitoring over 40 years to regenerate coffee farms.

## TIMELINE

Projects are usually run on a 40-year period.

## TARGET

To strategically integrate trees (agroforestry) into current coffee farming systems in an effort to preserve productive ecosystems, increase coffee crop yields and farmers' incomes, and adapt to climate change. The trees provide multiple services that ensure improved quality and long-term sustainability of production.

## IMPACTS TO DATE

- 3 million trees planted in Oro Verde & Acopagro cooperatives, San Martin region, Peru.
- 300,000 trees planted in Ethiopia.
- 700,000 trees planted in Cauca and Nariño regions of Colombia.
- 500,000 trees planted in Guatemala.
- 300,000 trees planted in Kopi Lestari, Indonesia.

## PARTNERS

Nestlé Nespresso, Nescafe, Unilever, Ecom, Louis Dreyfus Company & Foundation, Federación Nacional de Cafeteros (FNC), Sidamo Union, ADESC, UPC, Oro Verde, IDH.

## KEY LESSONS

- Trees are among the best investment to regenerate ecosystems with multiple positive impacts on soil, water, biodiversity, carbon, social & economic.
- Agroforestry is a must to make coffee sustainable and resilient to climate change events as well as regenerate coffee ecosystems and reduce the impact of diseases like coffee rust.

## FIND OUT MORE

<http://www.purprojet.com/agroforestry-and-reforestation/>

# *El Salvador Coffee Rehabilitation and Agricultural Diversification Project*



## **OVERVIEW**

NCBA CLUSA is committed to increased production and sustainability within the coffee sector as it relates to the economic and social development of El Salvador. NCBA CLUSA is currently working with coffee co-ops, producer organizations, government agencies and the private sector in the country to rehabilitate farms after coffee rust decimated up to 80 percent of crops in 2013.

## **GEOGRAPHIC FOCUS**

El Salvador

## **KEY ACTIVITIES**

Technical assistance, provision of tree donations, coordination of R&R efforts, nursery development, data collection / monitoring

## **TIMELINE**

2014 - September 2018

## **IMPACTS TO DATE**

At the end of 2016, approximately \$420,000 worth of funding had been approved for projects including 40 nurseries capable of producing over 4.2 million seedlings and 39 facilities for organic pesticide and fertilizer production. By March 2017, 4,000 farmers had received financial backing for the rehabilitation and renovation of their farms.

## **PARTNERS**

United States Department of Agriculture (USDA), CLUSA de El Salvador, Ministerio de Agricultura y Ganadería, CENTA-Café, Consejo Salvadoreño de Café, Banco Hipotecario, SALVANATURA, Coordinadora Latinoamericana y del Caribe de Pequeños Productores y

Trabajadores de Comercio Justo, Comercial Exportadora, Asociación Salvadoreña de Catadores de Café, Asociación Alianza de Mujeres en Café de El Salvador

## **KEY LESSONS**

- Despite significant buy-in from public and private institutions, these relationships need to be strengthened as well as with academia to ensure sustainability after September 2018.
- Producers and nursery managers with underutilized or idle lands need increased access and options for financing renewal and rehabilitation.
- The promotion of rehabilitation and reactivation through rust resistant varieties and organic agriculture has had significant public and private buy-in.

## **FIND OUT MORE**

<http://ncba.coop/ncba-international/1994-ncba-clusa-s-crop-diversification-program-delivers-more-than-high-profits-for-coffee-farmers-in-el-salvador>

# Global Coffee Monitoring Program



## OVERVIEW

A network of hundreds of on-farm research plots in farmer fields, established in partnership with coffee companies, NGOs, and other institutions. Partners and WCR collect data on the performance of improved varieties and agronomic treatments across diverse farm types and regions globally, providing hard data for farmers and other supply chain actors about which treatments lead to increases in productivity and/or profitability for the farmer.

Each farm trial site uses the farmer's current varieties and practices as controls for comparison. The primary hypothesis is that this trial—one of the largest coordinated global trials on coffee crop performance ever conducted—will increase demand for improved varieties and expand knowledge of best agronomic practices according to different farm types, which can be applied for widespread farm renovation and rehabilitation programs.

## GEOGRAPHIC FOCUS

WCR operates in 27 countries, including PROMECAFE countries (Central America, Peru, Jamaica), Mexico, Rwanda, Burundi, Zambia

## KEY ACTIVITIES

Research, Data collection / monitoring, Development / distribution of educational materials

## TIMELINE

2016 - 2025

## TARGET

1,100 trial sites are planned in 20 key coffee producing countries, representing wide a range of agroecological zones and regional diversity

## IMPACTS TO DATE

12 plots established in 2016; 19 in 2017, and 179 planned for 2018.

## PARTNERS

ECOM, Mercon, Sucafina, Caravela, Keurig, RTC, USAID, Catholic Relief Services, IWCA, IHCAFE, ICAFE, Anacafe, NAEB, Abecafe, NCCL

## KEY LESSONS

- For coffee research to be effective, the results cannot remain in the lab; they must ultimately reach into farmer fields.
- In order to produce useful results, agronomic research must capture the tremendous diversity of coffee farms/farmers in diverse climate zones.
- Capturing the diversity of coffee farms and farmers isn't possible without engaging a wide range of supply chain partners.
- Coordinating and standardizing data collection practices is essential with working with diverse partners

## FIND OUT MORE

<https://worldcoffeeresearch.org/work/-farm-demonstration-trial-network/>

# Mindanao Productivity in Agricultural Commerce and Trade Project



## OVERVIEW

ACDI/VOCA was tasked with implementing the four-year USDA Food for Progress Mindanao Productivity for Agricultural Commerce and Trade (MinPACT) project. MinPACT increases the incomes of smallholder coffee farming families in Southern and Western Mindanao by training farmers and thus strengthening their capacity for improved farm management. This increases overall productivity, product quality, available services, and access to markets. This is accomplished via a multitude of interventions, one of which focuses on the support for the expanded use of improved agricultural inputs by providing capacity building. Additionally, grants are given to nurseries and seed production facilities. Lastly, ACDI/VOCA facilitates the adoption of new and/or improved processing equipment or system designs to reduce post-harvest losses and improve quality.

## GEOGRAPHIC FOCUS

Philippines

## KEY ACTIVITIES

- Technical assistance provision.
- Nursery development.
- Coordination of R&R efforts.

## TIMELINE

2014 - 2018

## TARGET

Improve the competitiveness of coffee, cacao, and coconut value chains, strengthen local capacity and services for improved post-harvest systems and handling practices, facilitate enhanced financial services, including insurance and credit availability for farmers and

agribusiness service providers, and increase market access, opportunities, and efficiency of agricultural products and services.

## IMPACTS TO DATE

- 10,732 individuals (5,688 women and 5,044 men) directly benefitted.
- Assisted 6,360 farmers to create and implement farm plans.
- Supported 8,480 producers by facilitating the development of market information sources and systems.

## PARTNERS

USDA Food for Progress (Funder)

## KEY LESSONS

- Well managed nurseries with quality planting material are critical to establishing a new tree crop.
- Good information and a multifaceted communications strategy increases adoption levels.
- A well designed and managed M&E system is worth the effort, as good data facilitates implementation and attracts stakeholders and investors.
- Market segmentation to increase price opportunities and making coffee farming exciting through cupping and multiple PHH methods incentives farmers to plant coffee.

## FIND OUT MORE

<http://www.acdivoca.org/projects/mindanao-productivity-in-agricultural-commerce-and-trade-minpact-project/>



# Seed Verification Program

## OVERVIEW

Billions of coffee trees need to be replanted globally, but because there is no global standard or certification for seed in the coffee industry, these replacement seedlings are at risk of not being high quality and genetically pure, which threatens productivity and producer profitability. To address this problem, WCR began a program to develop the first independent, science-based quality assurance standard for coffee seeds and plants. An independent, third-party auditor (NSF International) conducts certification audits of nurseries and seed lots to evaluate nursery standards, genetic purity, farmer education, and adherence to breeder's rights to ensure seed/plant quality and viability.

## GEOGRAPHIC FOCUS

2016-2019: Central America, expanding globally thereafter.

## KEY ACTIVITIES

- Quality assurance.
- Nursery and seed sector development.
- Development/distribution of educational materials.

## TIMELINE

Certification development: 2015-2017;  
certification launch: 2017 (Central America);  
certification global rollout: 2019-2025.

## TARGET

The goal of the program is to make WCR Verified seeds readily available to coffee producers across the world by 2025.

## IMPACTS TO DATE

World Coffee Research Verified is the first global standard for seed quality for coffee (certification standards formalized and published in September

2017) and the only sector-wide program to independently verify coffee plant quality and variety using DNA technology. In 2016, 3 nurseries were verified in a pilot study in El Salvador, Nicaragua, and Guatemala. In 2017, an additional 10 nurseries were audited; the program will expand across Central America to reach 30% of nurseries in the region by 2020.

## PARTNERS

Third-party certifier NSF International formalized the WCR standard, and conducts independent audits. The program was rolled out with partners including J. Hill Coffee Producers, Pilonos de Antigua, ECOM Trading, Starbucks, and Conservation International.

## KEY LESSONS

- Establishing a new global standard requires both technical expertise (e.g. in coffee plant propagation, coffee genetics), and expertise in global standards best practices. Therefore, it's essential to have the right partners and appropriate agreements in place to ensure program integrity.
- Scaling a program globally requires local knowledge and infrastructure for business development.
- Stimulating demand for a new standard (which, effectively, changes the way business is done for many nurseries) requires significant investments in education of nursery owners/managers, renovation program managers, and coffee buyers.

## FIND OUT MORE

<https://worldcoffeeresearch.org/work/seed-and-nursery-verification-program/>

# Seeds Program

**COUNTER  
CULTURE**  
COFFEE

## OVERVIEW

The Seeds program gives small grants to producers and producer organizations in the Counter Culture supply chain to implement social and environmental sustainability projects they identify. Counter Culture funds many diverse projects, believing strongly that their producer partners know what's most needed in their communities. Seeds applicants occasionally apply for renovation projects, which are planned and implemented on a co-op level. One project at La Voz in Guatemala involves growing 30,000 seedlings to be planted on the farms of 100 producers.

## GEOGRAPHIC FOCUS

Guatemala, Nicaragua, El Salvador, Honduras, Colombia, Bolivia, Peru, Rwanda, Burundi, Uganda, Kenya, Ethiopia, Papua New Guinea, Timor Leste.

## KEY ACTIVITIES

Provide funds for co-op-level renovation projects, data collection / monitoring, and research.

## TIMELINE

On-going. Most recent renovation project through Seeds program happening at La Voz June 2017 – June 2018.

## TARGET

At least \$40,000 in 2017 Seeds grants. Counter Culture is also engaging with suppliers to identify feasible climate change adaptation strategies – renovation being one – and plan to repeat this process with all of their producer partners.

## IMPACTS TO DATE

Strategies that were formerly researched are in the process of being implemented at certain co-ops.

## PARTNERS

Nicholas School of the Environment at Duke University (Research).

## KEY LESSONS

- Farmers often receive incomplete information when given access to coffee varieties, especially re: cup quality.
- Renovation and rehabilitation projects should be developed with farmer input and co-op level testing of varieties.
- Farmers recognize renovation and rehabilitation as potential common climate change adaptation strategies, but often lack access to the resources necessary (plants and money) to implement.

## FIND OUT MORE

<https://counterculturecoffee.com/sustainability/seeds-program>

# The Brazilian Association of Organic and Sustainable Coffee



## OVERVIEW

ACOB is the implementer of a project supported by European foundations, traders, roasters, cooperatives, associations, producers, governments etc., which has been training 2,500 small and middle coffee farmers on sustainable production, coffee quality, group organization, and better market access. Smart and efficient training has been delivered to producers and trainers that has shown evidence of positive impacts on coffee productivity, resilience to severe climate, coffee quality, environmental sustainability and farmers livelihoods.

The training modules are composed of (a) Smart and low-cost practices on soil, plant and pest management to increase yields and sustainability, (b) Practices to increase coffee resilience against severe climate conditions, (c) How to increase coffee quality and reach better markets and (d) Characteristics and advantages of being organized into groups, associations and cooperatives. Rehabilitation is one of the practices promoted as part of this training.

## GEOGRAPHIC FOCUS

Brazil

## KEY ACTIVITIES

Technical assistance provision, Development of educational materials, Research, Markets work.

## TIMELINE

2014 – 2017

## TARGET

To benefit 2,500 Brazilian small-scale farmers through improving coffee sustainability via smart, clean and efficient technologies.

## IMPACTS TO DATE

- End of 2015: 12,000 metric tons of sustainable Brazilian coffee was produced.
- Over 2,500 small and middle coffee farmers trained in best practices.
- Increases in average producer yields and reduction in cost of production.

## PARTNERS

Trabocca, Lebensbaum, Simon Levelt, Coopfam, IDH, Coopervitae, FAF Coffees, Bourbon specialty coffees, Cachoeira Coffees, Instituto Federal do Sul de MG.

## KEY LESSONS

- Having key players, as project partners, both from private and public sector gave credibility to the project.
- Leadership and negotiation skills of ACOB team in keeping partners committed and engaged in the project implementation.
- Practices and ideas disseminated have a clear short to mid-term economic link which helped very much on building the relationship with producers.
- A team of professionals who interact very well with producers, have on ground coffee experience, and also theoretical and scientific knowledge on coffee and sustainability.
- A group training methodology that promotes the “teaching”, while allows exchange of experiences within the group.
- Promotion of the coffees in international coffee shows, and directly to buyers, helped to have producers join the trainings and implement the practices.

## FIND OUT MORE

<http://www.cafeorganicobrasil.org/english>