Transparency from seed to cup

10th July 2019
We need to act now together
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Local Action, Global Results
How is that related to transparency?

- Country Platforms
- Member Initiatives
- Measurement Framework
Kenya

- Low farm productivity
- Farmers leaving coffee farming

- 2.1 USD/lb in 2017
- 1.84 USD/lb in 2018
- 1.44 USD/lb in 2019
Why farmers don’t get more money from coffee farming?

It’s the low coffee price

Arg! The politics!

No! It’s the climate crisis

We need a fact-based discussion!
We stopped speculating and agreed to act together!
leads the study and...

...activates private and public stakeholders in Kenya to:

- Design
- Fund
- Discuss
- Publish

Economic Viability of Coffee Farming
In Kenya, 45% smallholder farmers are below living income.

**Insights**

- Low farm productivity
- Efficiency gaps in coffee chain (cooperatives)

**Actions**

- Improve access to inputs
- Improve coffee extension
- Roll out National Sustainability Curriculum
- Ensure faster payment for farmers
- Financial audits and capacity building for cooperatives
Economic Viability of Coffee Farming identified transparency gaps. Thanks to Collective action for Problem assessment, Fact-based discussions, and Informed decisions.
Global Coffee Platform calls on all coffee industry stakeholders and partners

1. Engage with International coffee exchanges
2. Encourage Roasters & Retailers to source more sustainable coffee
3. Activate stakeholders in producing countries
4. Mobilize government, private sector, civil society
2. Encourage Roasters & Retailers to source more sustainable coffee.

Secure commitment to source sustainable coffee from different countries.

Encourage reporting and communicate sustainability efforts.

Increase sustainability investments through GCP Member Initiatives.
We need to act now together
Thank you!

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