GET INVOLVED!

GCP translates your ideas into local action

GCP Member Initiatives optimize your sustainability investments and multiply their impact through pooling resources, knowledge, and networks to collectively address the biggest issues.

Expected Outcome

55%
Growers in selected areas meeting agrochemical-related best practices of the Coffee Sustainability Curriculum after 5 years

Expected Output

Awareness of appropriate application of agrochemicals, increased use and handling of Personal Protective Equipment (PPE), and proper storage of agrochemical products.

Activities – planned

- Trainings
- Measure adoption and progress
- Funding for scaling
- Use of Cecafé’s Digital training tool

Benefits

- Scale up your investment’s impact
- Optimize your sustainability investments
- Use developed tools and resources
- Recognition for shared responsibility

Impact Areas

- Environment preservation
- Improved labor conditions

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Partners

- BASF
- Cecafé
- ECOM
- JDE
- Keurig DrPepper
- Nestle
- Olam Coffee
- SENAR
- syngenta

Contact

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Open for new partners!

Combine your resources, contribute your expertise, and share the success of improving some of most important environmental and social conditions in Brazil’s coffee sector.