



## Your Questions on Measurement Answered

Questions asked during  
GCP's Webinar on Measuring  
Sustainability now answered!

<p><b>Where can we find more resources?</b></p>	<p><a href="#">Take a look at our Data Standard Page</a></p>
<p><b>The cost of measuring in the fields is very high. How do you manage this?</b></p>	<p>In Vietnam, we work closely and engage local government and private sector in the survey to share costs. In return, they can use the dataset for their analysis and planning.</p>
<p><b>How do you collect the data at the smallholder level, or incentivize the smallholders to be forthcoming with accurate data?</b></p>	<p>In case of Vietnam, good communication from local government, companies and GCP to make them understand the value and benefits of this work for the whole sector. Moreover, we also promote the use of the farmer's production diaries, which can help farmers to response our interviews and enable us to cross check the data.</p> <p>In Brazil there are also cooperatives or associations (very common) that collect/buy coffee from smallholders and then sell to the traders.</p>
<p><b>Besides "Sustainable Purchases" do you have any other common indicators that do not require individual farm-level data capture?</b></p>	<p>The Delta Project is working on outcome level indicators across commodities, a good opportunity for KDR to engage and contribute to the development. <a href="#">Read the latest here.</a></p>
<p><b>Where can we find the presentation details?</b></p>	<p><a href="#">Find all the webinar resources here!</a></p>

<p><b>What is the level of acceptance by coffee-producing countries? Are they adopting/adapting measures to report sustainability progress?</b></p>	<p>We are making progress on implementing standardized progress measurement approaches into the context of several countries. However, the local priorities remain, when it comes to measuring the adoption of production practices, so we are combining standardized progress/impact measurement with practice adoption measurement.</p>
<p><b>What is the farmers response to this sustainable program?</b></p>	<p>For any stakeholder in supply chains it needs certain incentives, and so also for producers. One of the key incentives for producers is increased income. The fact that our activities are contributing to increased production efficiency while conserving natural resources supports the acceptance on producer side.</p> <p>GCP Vietnam's coffee producing areas are quite advanced therefore it is not too complicated and difficult to convince farmers (and actually many companies and government programs have been working on sustainability in these areas). But in other remote areas, particularly with the ethnic minorities, it will take time and require efforts from all stakeholders (business, government, extension, international organizations and farmers) to collaborate.</p> <p>In Brazil, before convincing farmers, there is an intensive work to convince institutions (coops, associations, traders, extension services). Not all understand and consider sustainability as a basis, so we start breaking resistance at this level. Once the institution has added to initiatives in partnership with GCP Brazil, their technical or sustainability departments start working with farmers (it means breaking resistance at farmers level). And again, not all farmers understand and consider sustainability as a basis for coffee production, this (changing farmers' behavior) is one of our biggest challenges. Recently we are training technicians to identify farmers profiles and build-up approach strategies according to it and then make this farmer a reference for others, changing behavior. It is an extremely long and intense work of engagement, education, breaking resistances, involving high efforts and resources.</p>

<p><b>How do you collect high quality data?</b></p>	<p>Farm level data mainly depends on recall and existing records of farmers, which we mainly collect in the format of digitally supported surveys, so far with the help of enumerators. Measuring adoption of best practices for coffee production combines both, surveying on actual practices as well as impact indicators and respective data points. We are keen on keeping emphasis up and the discussion going on efficient measurement approaches and aligned metrics.</p>
<p><b>Coffee cooperatives also collect extensive data, especially the larger ones. They are a good source of farm-level data without having to go to the farm level.</b></p>	<p>We acknowledge and appreciate that there is a vast amount of data circulating. The challenge often remains in re-using these data, as naturally there is no real uptake of a common language on such data concerning metrics and formats. This is what we want to promote further, in order to facilitate easier exchange and cross-learning.</p>
<p><b>How do you deal with middlemen?</b></p>	<p>We are working with coffee producer organizations, trade, industry and retail as well as governments in various ways and on several aspects of sustainability. This also includes policy advocacy and we hope that this eventually also leads to more enforcement on transparency.</p> <p>GCP Vietnam doesn't do direct implementation in the field, but we focus on evidence-based influencing and advocacy. We work with GCP member companies closely, extension system and coffee stakeholders to provide full information and analysis through various channels to farmers to build up their knowledge and capacity.</p>
<p><b>How do you promote best practices?</b></p>	<p>One of the key aspects is investment in sustainable sourcing areas in order to keep or increase the availability of good quality products for the industry's sourcing diversity and support long-term stability of supply.</p>

<p><b>How are your countries handling the problem of agrochemical use?</b></p>	<p>Partly through Collective action initiatives on Responsible use of Agro-inputs for coffee in Vietnam. Furthermore, we also actively participate in national and district multi-stakeholder platforms to share our findings and emerging issues, while advocating to put these critical issues into the discussion agenda. Take a look at the GCP Collective Action Initiative on <a href="#">Agro-Inputs in Vietnam</a>.</p> <p>In Brazil, through the Collective Action Initiative "Responsible Use of Agrochemicals". Not only glyphosate issues, but all issues related to agrochemicals usage, with special focus on: proper storage, proper return of packages, proper use of Personal Protective Equipment, trainings technicians and growers, dissemination of information, and others. Recently we launched a digital brochure on good agricultural practices to control weed in coffee in Brazil. <a href="#">Take a look at the Brazil web page</a>.</p>
<p><b>Do you have some indicators on your country Sustainable Plan about living income wages of coffee producers and families?</b></p>	<p>We collect data relating to their production costs and sale revenues from coffee and other intercropped products. But we don't collect data relating to their off-farm wages/revenues, which are very popular in Vietnam. Therefore, we can't have their living income of the coffee families.</p> <p>In Brazil we have 35 Sustainability Indicators, 14 are related to social issues. Indicators: 28 (coffee farms with access to clean and pure water), 29 (Workers that earn at least a minimum wage), and 30 (coffee farmers that provide accommodation/housing at minimum baseline standards), are serving as KPIs to the new Collective Action Initiative for Social Well-Being to start in September 2020.</p>

**Want to learn more? Get in touch!**



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