

GCP Member Assembly 2022

Aligning for Impact

7 & 8 December





Anti-trust agreement

Please allow me to remind you at the beginning of our meeting of the competition law policy of the Global Coffee Platform

As participants in this meeting, we need to be mindful of the constraints of antitrust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes discussions of current or future prices, margins, discounts, the timing of price changes, costs, capacities, customers, suppliers, product and marketing plans, sales projections, credit terms, or other competitively sensitive information relating to your business.

We must also not talk about agreements to fix prices, control sales or the output of production, allocate markets, or refusing to deal with a particular entity.

The discussion or exchange on these topics must not only be avoided during this meeting but also during all informal gatherings when competitors may be present. Each participant in this meeting is obliged to speak up immediately for the purpose of preventing any discussion falling outside these bounds.



House Rules



Silence
your
Cellphone



Update your
screen name +
organization



1 Vote
per designated
member



Mute
microphone



This meeting
is being
recorded



Turn
camera
on or off



Clique neste
símbolo para
tradução
simultânea
(português)

Select your
option and click
“Submit”

Polls

Polling 1:

1. What country are you from?

- ☐ a. Cameroon
- ☐ b. Ghana
- ☐ c. Kenya
- ☐ d. Rwanda
- ☐ e. Tanzania
- ☐ f. Uganda
- ☐ g. Southern Africa
- ☐ h. Other Africa
- ☐ i. Europe
- ☐ j. Other

SUBMIT



Today

Membership Matters

Report Back 2022

GCP 2030 Goal & Strategy

Country Platforms

Global

Towards Sustainable Sourcing

Board Elections

Tomorrow

Country Plans for Impact

Brazil, Indonesia, Vietnam

Member Exchange

Honduras, Kenya, Uganda

Member Exchange

Moving Collective Action Forward

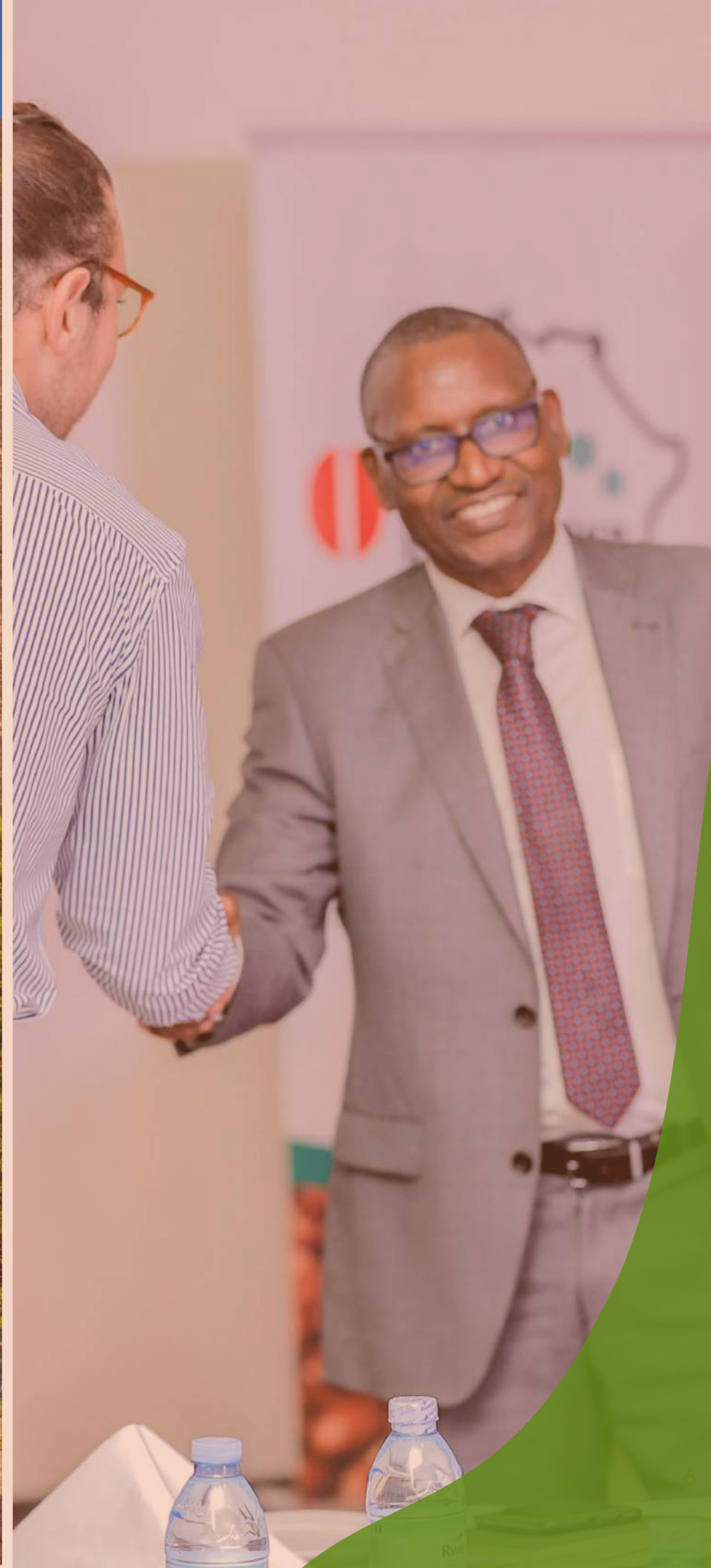
Next Steps



Today's event kindly supported by:



Neumann Kaffee Gruppe | 



MEMBERSHIP MATTERS

Achievements 2022



Diverse Global Powerful

Aimee Russilio Liseed Consulting; Ali Özbora; Aman Singh Rajput; Anne Chepkoech; Annemieke Wijn; Antony Mugoya; Betty Elizabeth Maraka; Cesar Augusto Correa Candiano; Carlos Henrique Jorge Brando; Dr. Chala Erko Arganea; Dr Joseph Kimemia; KG Robert Waggwa Nsibirwa; Green Line Consulting; Frederick S.M Kawuma; G.I.C COPACAM; Gilbert Kamdem Sindjou; Janina Grabs; Jeremy Lefroy; Mary Grace Agbunag; Moenardji Soedargo; Mbula Kaluko Musau; Morten Scholer; Philip Schluter; Rafael Valcarce; Surendra Kotecha;



New Members

Traders:



COFCO INTL

*Brazil



Neumann Kaffee Gruppe |



Civil Society:



*Tanzania



Other Chain Members:



Individual Members:

Mary Grace Agbunag Dr. Chala Erko Arganea

Jeremy Lefroy

Sustainability is a Shared Responsibility



2.0





Problems and Challenges

Serious threats to global coffee supply chain

- more than 40% of smallholder farmers below poverty level*
- climate change
- inadequate use of inputs

Current solutions are largely

- project oriented, "one and done"
- not incorporated into growers' practices
- top-down and not owned & driven by growers and local governments

* <https://carto.com/blog/enveritas-coffee-poverty-visualization/>



GCP 2030 Goal

Increase **smallholders' prosperity** by

- closing at least 25% of the living income gap
- for more than 1 million smallholder farmers in more than 10 countries
- through holistic support that advances
 - sustainable coffee production,
 - climate adaptation and mitigation,
 - worker well-being.

This specific goal is a milestone toward our **mission** of ultimately achieving

- **sustained farmer prosperity**
- **improved well-being**
- **conservation of nature.**





Value Proposition

GCP is the only global coffee industry organization

- 1. Building a collaborative, actionable framework on coffee sustainability, and**
- 2. Addressing sustainability gaps in coffee producing countries in partnership with growers, traders, governments, industry, associations and NGOs.**

"If GCP didn't exist, we would have to create it." - Ric Rhinehart, IDH

- Our first years: built strategy 1
 - shared sustainability platforms
 - GCP tools and systems
- We are now working on strategy 2
 - focused, entrepreneurial Collective Actions
 - at the smallholder level

GCP 1.0



GCP 2.0



Why we can do it: GCP 1.0

GCP is the industry-wide collaboration to align sustainability agendas and focus interventions for better collective impact at scale.

Two major strategies:

Focused collective action in coffee producing countries

- On-the-ground efforts in 6 major origins (4 more in the future)
 - public-private alignment through Country Platforms
 - focus on farmer prosperity, grounded in National Sustainability Curricula
 - farmer-centric, not top-down
- Collective Action Initiatives
 - clear financing, data
 - accountability
 - continuous improvement

A shared platform for coffee sustainability

- Efficiencies through common language and collective tools
 - National Sustainability Curricula
 - Coffee Sustainability Reference Code with Equivalence Mechanism
- Transparency and increasing demand through aligned, collective reporting
 - GCP Snapshot of Sustainable Coffee Purchases



Strategy GCP 2.0

LOCAL

- Country Platforms
- Where GCP is focused on making change

GLOBAL

- Towards Sustainable Sourcing
- Build tools and systems to enable success at local level



Strategy GCP 2.0

LOCAL: Country Platforms - where GCP is focused on making change

- **Align public-private agendas**
- **Create and execute business plans**
- focused & aligned with global goal
 - grounded in National Sustainability Curricula
- **Farmer centric focus**
 - not top-down
- **Designed for scaling / growing**
 - focus and entrepreneurial growth toward scale
 - vs. one-off projects
- **Monitor and evaluate**
 - collect & report
 - country-specific performance data
- **Continuous improvement**
 - support from local and global membership



Strategy GCP 2.0

GLOBAL: Towards Sustainable Sourcing – build tools and systems to enable success at local level

- **Build sustainability platform**
 - Coffee Sustainability Reference Code,
 - Equivalence Mechanism,
 - benchmarking National Sustainability Curricula
- **Align global membership**
 - goals
 - Strategy
- **Generate resources**
 - membership fees -> global operations
 - new capital -> Country Platform growth
- **Grow Country Platforms**
 - and add more platforms in future
- **Monitor and evaluate**
 - aggregate & report
 - Global Snapshot on Sustainable Coffee Purchases
 - Country Snapshots on Performance Data
 - continuous improvement



Revenues GCP 2.0

- **Membership fees**
 - enable Global Platform to function
 - provide basic operating funding to Country Platforms.
- **Corporate, agency and philanthropic funding**
 - fuels specific country-level initiatives
 - results in increased farmer sustainability and profitability
- **If philanthropic funding business case is successful it can be scaled**
 - impact capital such as social impact bonds.



Milestones

Stand-up: 2022

- Country Platform business planning
- Initial round of funding (\$1.5m)

Pilot: 2023-25

- Launch interventions
- prove results with 100K farmers

Growth: 2026-27

- Raise next round of growth capital (~\$25m)
- expand interventions to 500K farmers
- explore business case for impact capital (social development bonds)

Scale: 2027-30

- impact capital scales interventions
- 1 million+ farmers



Geographical reach

- GCP is active in 6 of the 15 key origins today
- Plans to expand to at least 10 origins by 2030

 **HONDURAS**

NICARAGUA

COLOMBIA

PERU

 **BRAZIL**

 **UGANDA**

 **KENYA**

TANZANIA

 **VIETNAM**

 **INDONESIA**



Country Plans advance farmers' prosperity and reduce the living income gap by at least 25% through sustainable coffee production

GCP Member Collective Actions

Delivering on KPIs with
aligned measurement

Country Snapshot reports
for GCP Members

Continuous improvement



Farmers' prosperity

Regenerative agriculture

Plant and soil health

Youth employment

Working conditions



Brazil



Honduras



Kenya



Uganda



Indonesia



Vietnam



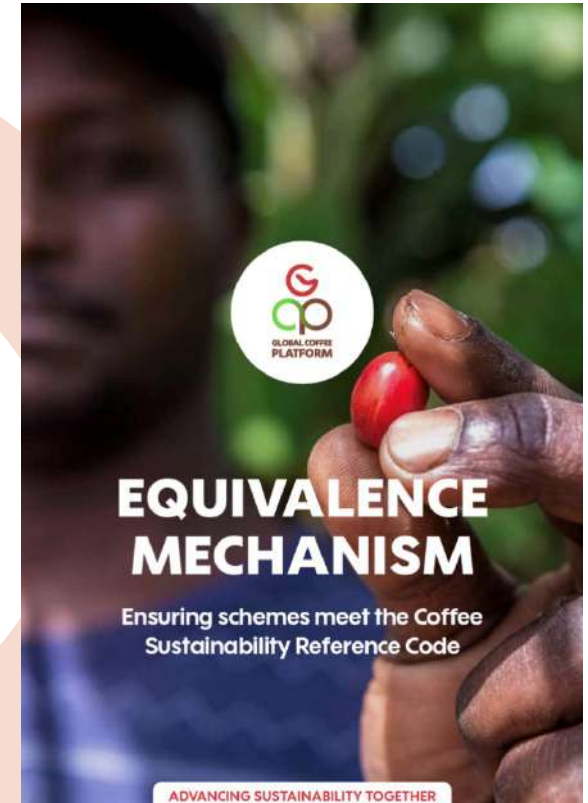
Towards Sustainable Sourcing



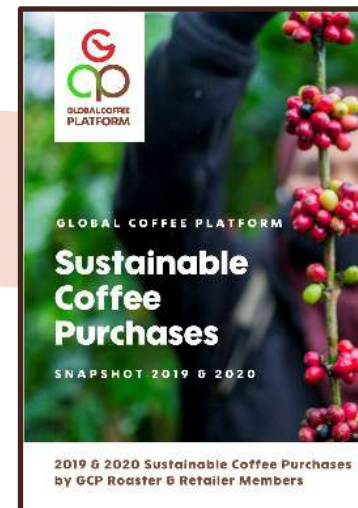
**Coffee
Sustainability
Reference Code**

**Common language
Efficiency
Comparability**

**GCP
Equivalence
Mechanism**



GCP Collective Reporting



GCP Members meet their sustainable coffee purchasing targets



SUSTAINABILITY IS A SHARED RESPONSIBILITY





GCP 2.0 Kick-off Funding: Commitments by GCP Members





Country goals aligned with GCP 2030 Goal

Increase climate change resilience to ensure farmer prosperity 120,000 farmers (mostly smallholders) by 2030.



Close the living income gap by 50% for 85,000 Honduran smallholder coffee farmers by 2030.



Pilot and scale evidence-based models to reduce the Living Income gap of 120,000 smallholder coffee farmers in Uganda by 15% by 2030.



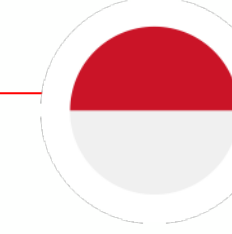
Close the Living Income Gap for 85,000 coffee farmers by 25% by 2030, by doubling the average income per hectare.



Ensure the prosperity of 210,000 coffee farmers by 2030, while improving workplace safety and health and conserving the natural resources.



Close the Living Income gap 10% and ensure market access for 126,000 smallholder coffee farmers by 2030.



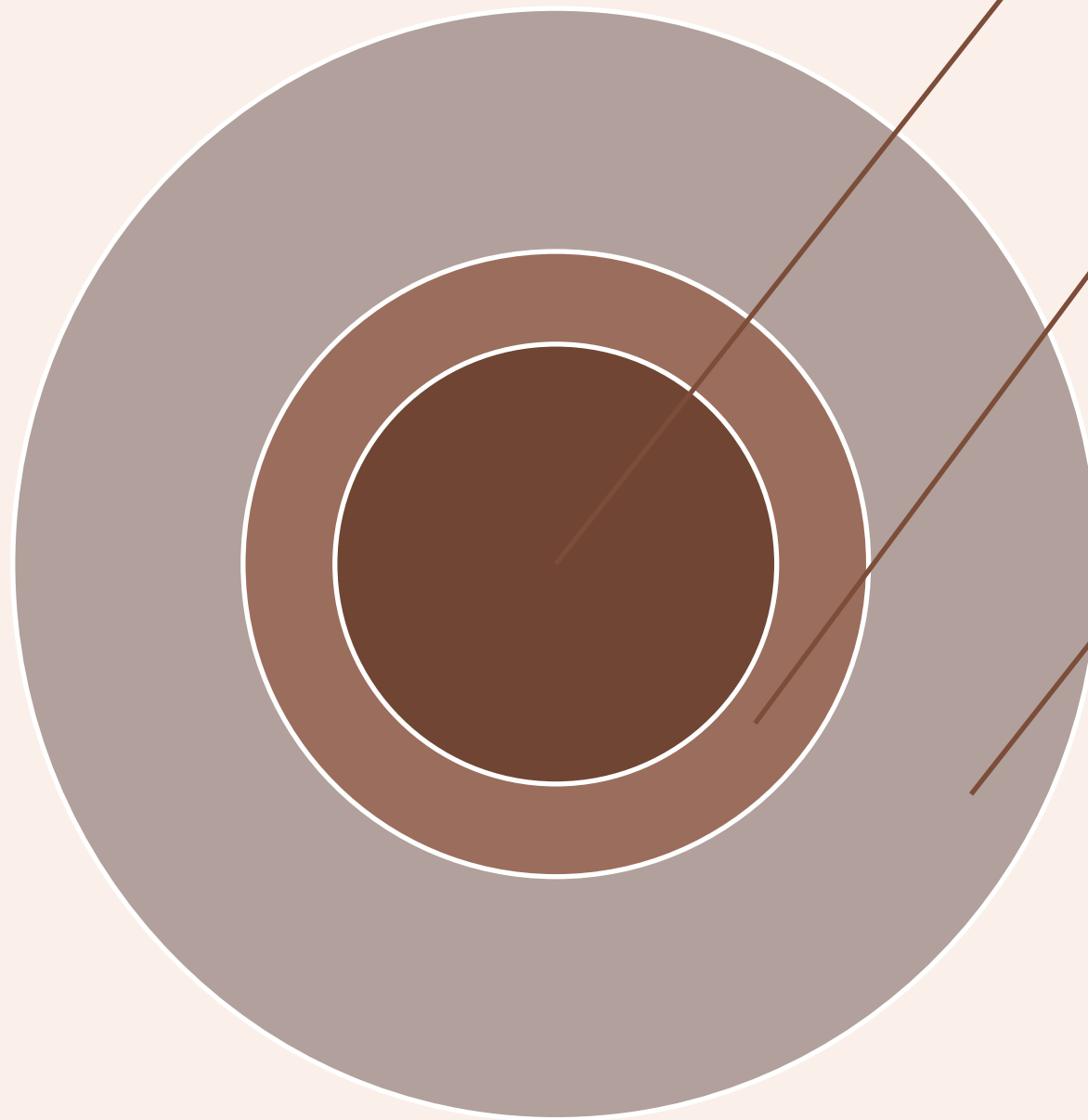


Strengthening Partnerships





Introduction – Core GCP functions and Budget 2023



1. 2023 Provisional Budget - \$1,940,700

Core funding ensuring basic deliverables , GCP Tools and functioning of GCP Secretariat & six Country Platforms (source: Member fees, current grants)

2. a) GCP 2.0 Kick-off funding – \$1.5m in 2023-25 to add fundraising and M&E staffing accelerate Country Platform fundraising capabilities, systems upgrade, specific targets based on 2.0 Country Plans (source: "GCP friends & family")

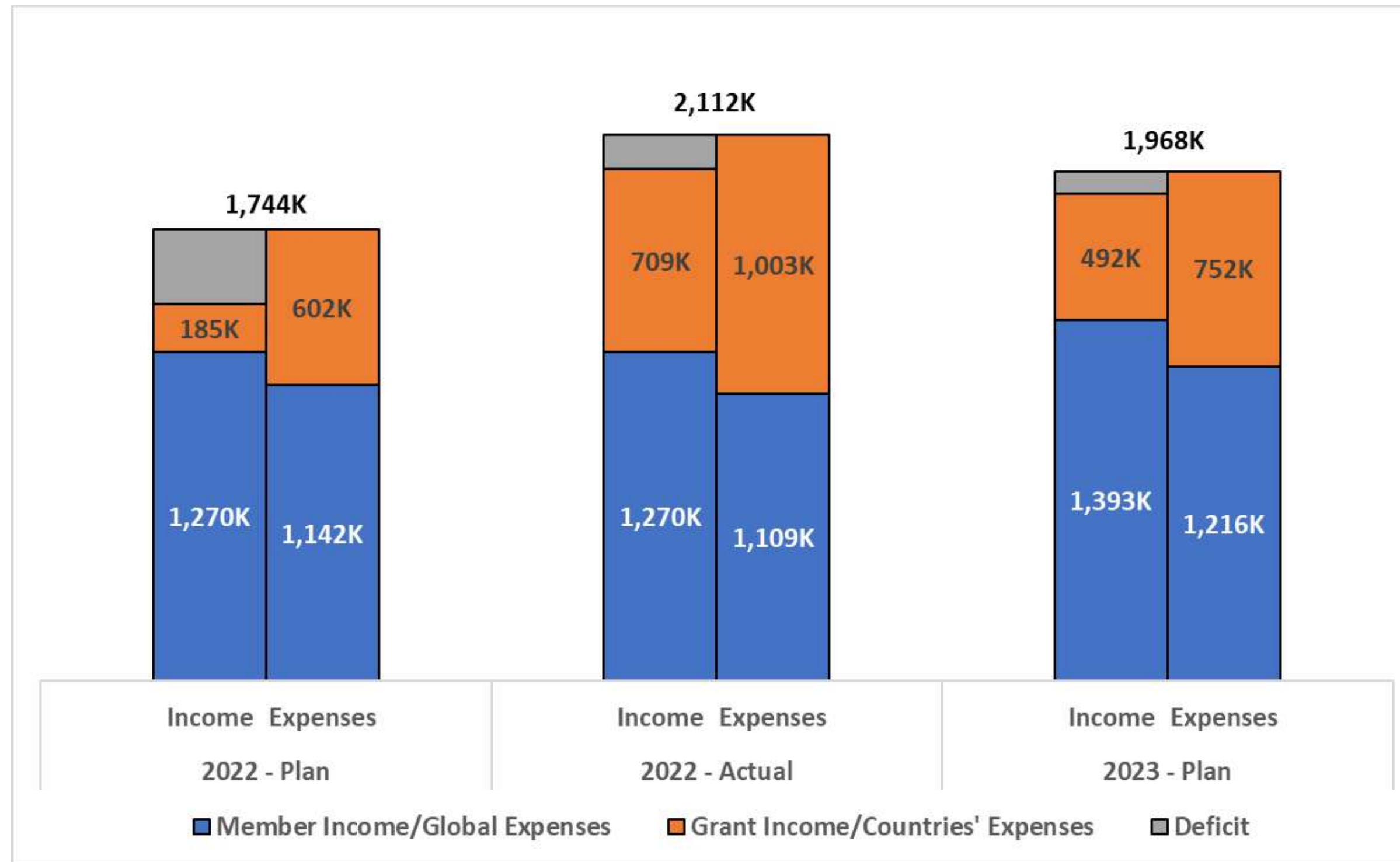
b) Additional grants (approx. 200k)

3. Additional funding – \$7-10m by 2025 (direct & indirect) to deliver on 2.0 Country Plans, including new Collective Action Initiatives; first Country Snapshots (source: philanthropy, membership growth, private sector co-funding)



GCP Budgets 2022 - 2023

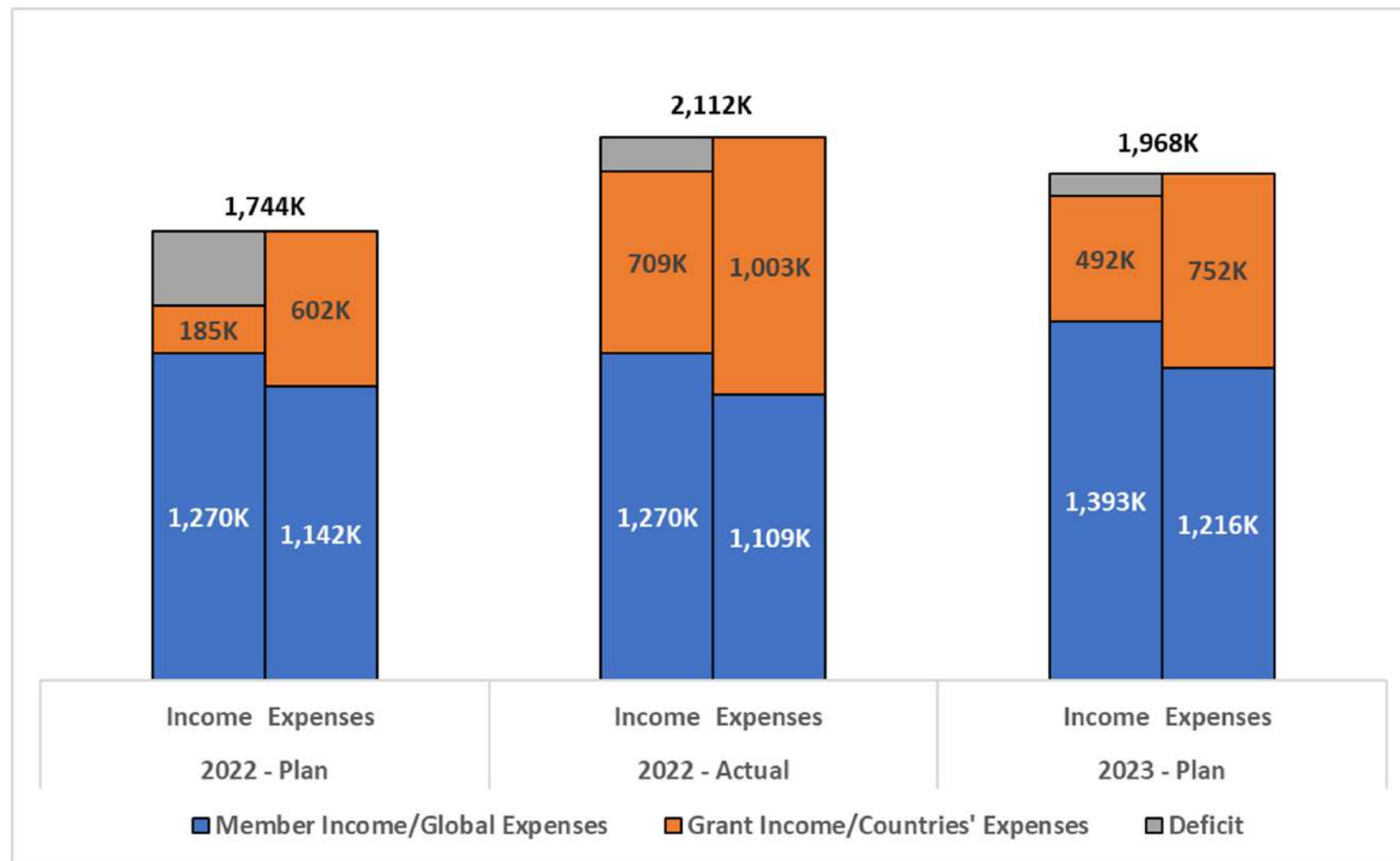
Without Collective Action Initiatives



Amounts
in USD



Insights on Budget 2022

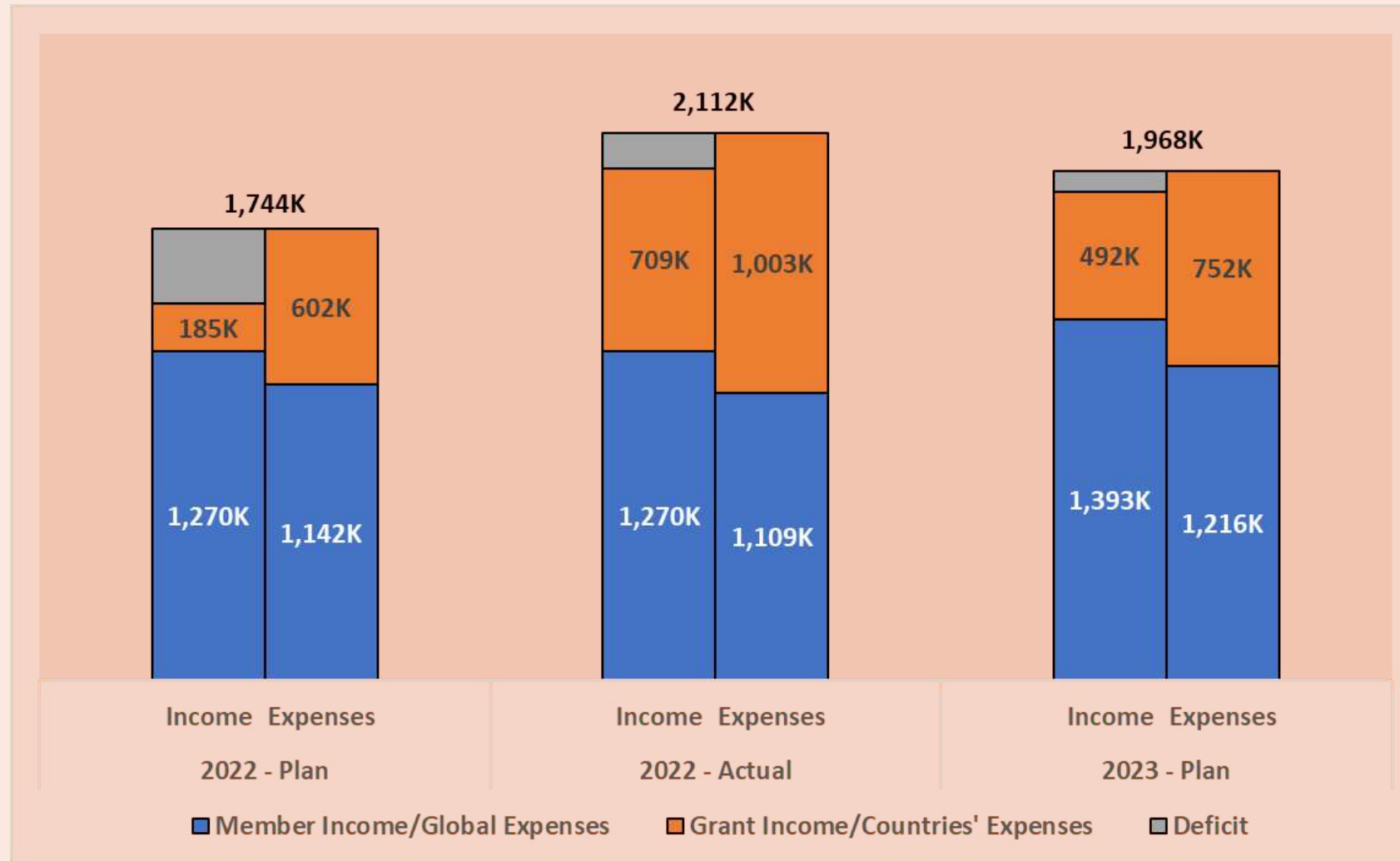


- We started this year with a more modest plan. We will end with a heavier budget.
- At the end, we received **280 percent** more in grants and sponsorships, which work in countries could benefit from, primarily via Partnership for Forests.
- Accordingly, country investments could be increased by **65 percent**.
- The deficit, planned to be \$ 289,000 - sustained by reserves - will prospectively be contained at **\$ 133,000**.





Insights on Budget 2023



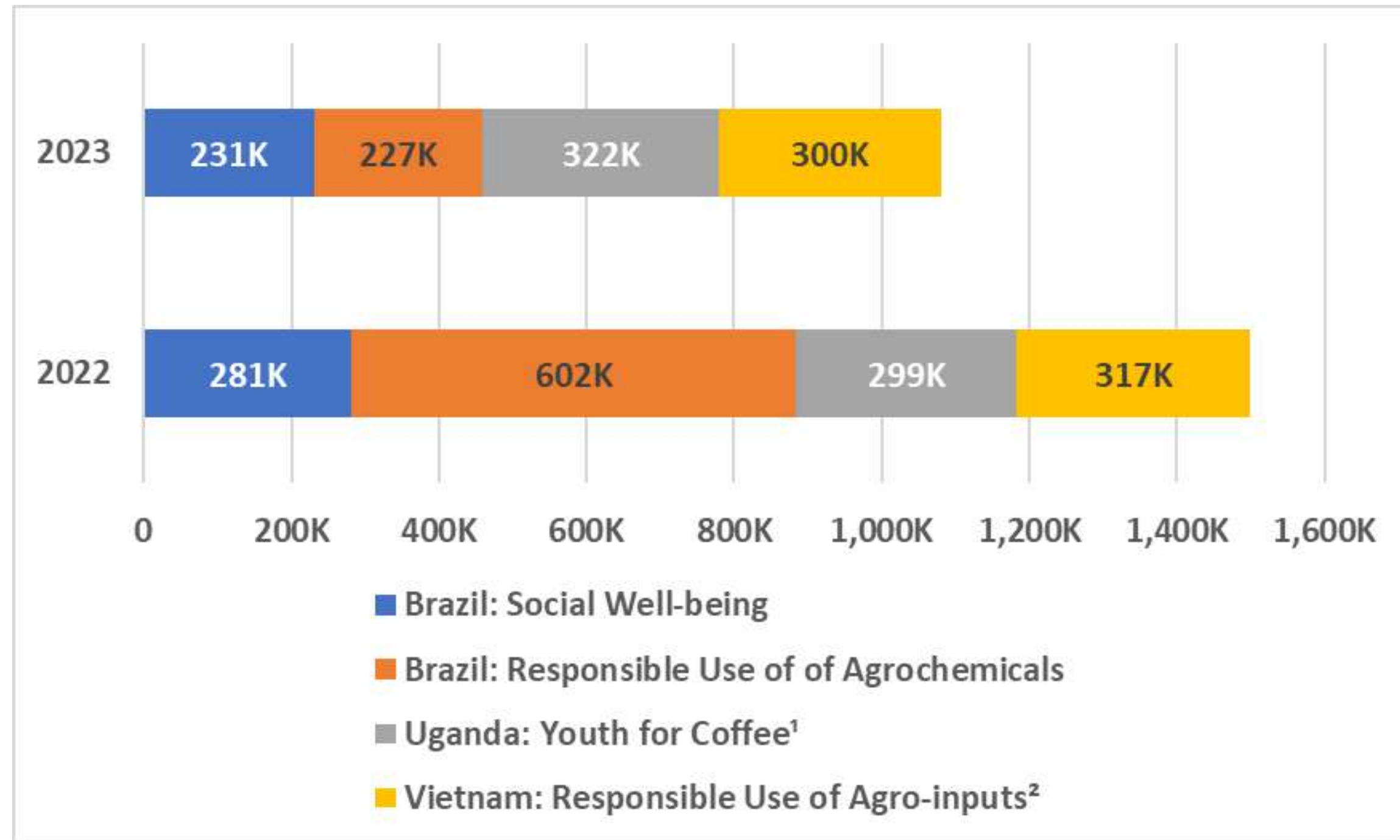
- As in 2022, the initial plan budget 2023 strictly reflects secured funding and its planned utilization at the present stage.
- An increase in membership fees is projected through new members having joined GCP.
- Furthermore, there is a high probability that after the beginning of the year, additional \$ 220,000 in grant resources will flow into the country budget, which will expand the country budget.





Budgets: GCP Collective Action Initiatives

GCP organizes a wealth of Collective Action Initiatives around pressing issues in several coffee countries:



^{1,2} Budgeted by GCP directly (at 33 percent, at 100 percent), therefore part of its organizational budget. Otherwise, implementation proceeds through partner organizations.

Amounts
in USD



MEMBERSHIP MATTERS

Achievements in Producing Countries



Collective Action Initiatives Brazil

Responsible Use of Agro-Chemicals

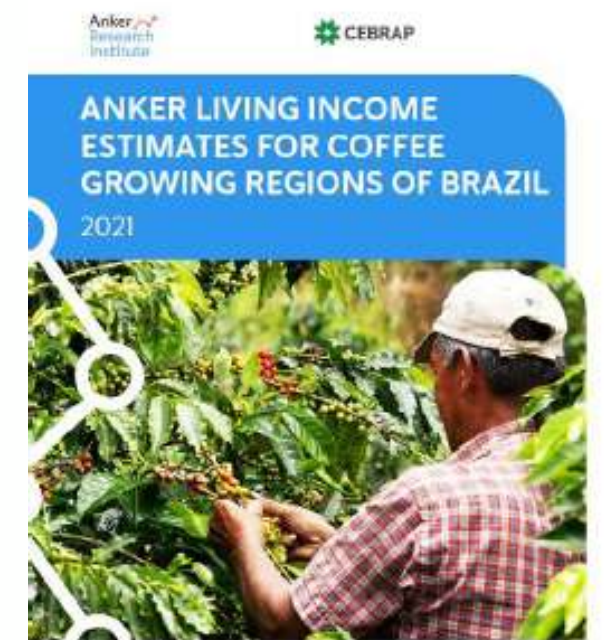
- 128 technicians trained
- 29 storage units for chemicals built,
- 20 under construction
- 3,440 Personal Protective Equipment distributed
- 64,000+ containers collected



Social Well-Being



- Inpacto's Vulnerability Index to detect areas with social risks in final stages
- Living Income study in four regions to be published in mid-December
- Trainings under development to detect, record and address labor violations





Collective Action Initiative in Vietnam

Responsible Use of Agro-Inputs

- Support Dept. of Plant Protection
- 17,000 farmers trained on weeding alternatives
- Pesticide App for farmers
- Mapping of regulatory developments
- School awareness raising campaign

VCCB Country Platform

National Sustainability Curriculum Robusta



Neumann Kaffee Gruppe |





Collective Action Initiative in Uganda

Youth for Coffee

- 45 businesses created with 90 trained and equipped youths
- 8,090 farmers registered for tree treatment
- 3 agroforestry committees formed



Uganda Coffee Platform

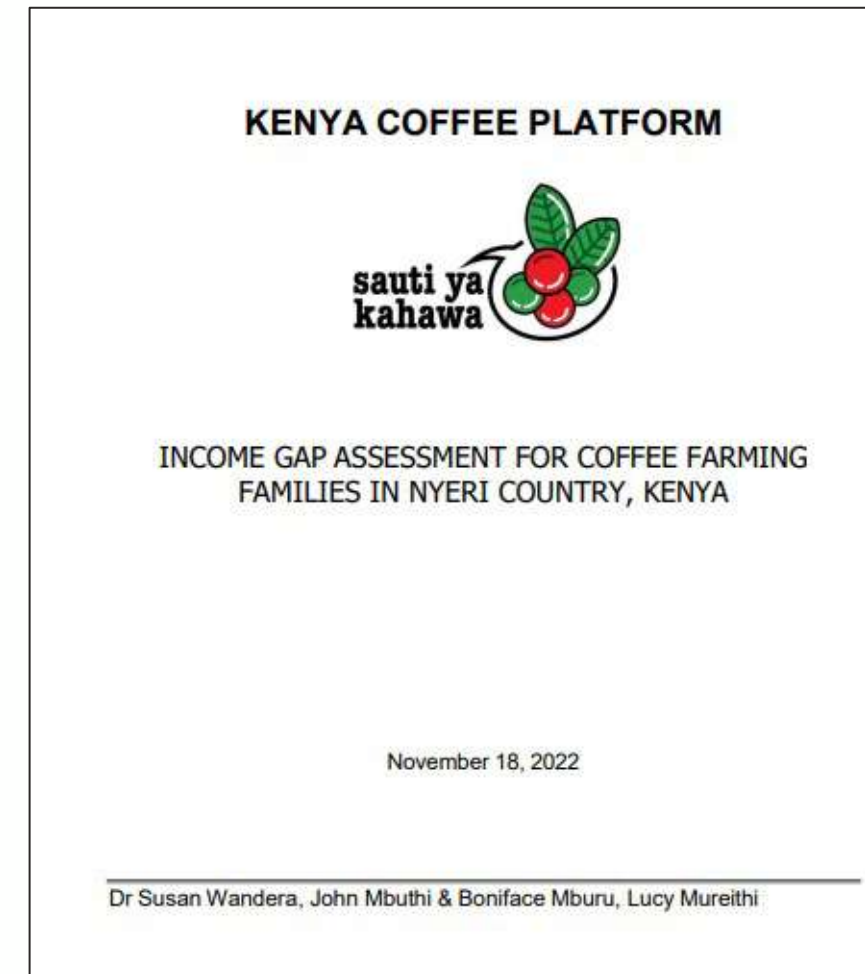
Uganda Coffee Development Authority approved the Sustainable Coffee Extension Training and Information Guide





Kenya

- Living Income Study for Nyeru County, Mount Kenya region
- Sensitized at Ruiru National Coffee Day & Conference
- Aligning farmer voices to work with new Kenyan government
- Began Kenya Coffee Platform 2023-2028 Strategy process





Indonesia

- Signed MoU with Ministry of State-Owned Enterprises Project Management Office
- 3 Virtual Coffee Discussions
- 38 Master Trainers trained on the National Sustainability Curriculum
- 500+ farmers trained in 2022 via Training-of-Trainers





Honduras

- Preparing Country Plan implementation – identifying root causes of lack of economic profitability
- Participation in the PROMECAFE Summit November 2022





East African Field Days

Kampala

Kenya, Tanzania and Uganda Country Platforms

- Programs and activities presentation
- Discussion and exchange

Partnerships for
Forests



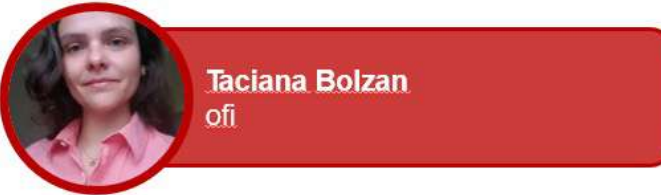
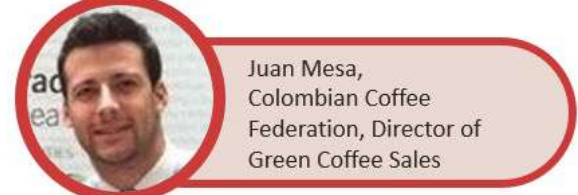
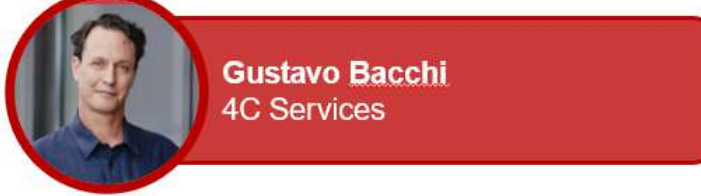
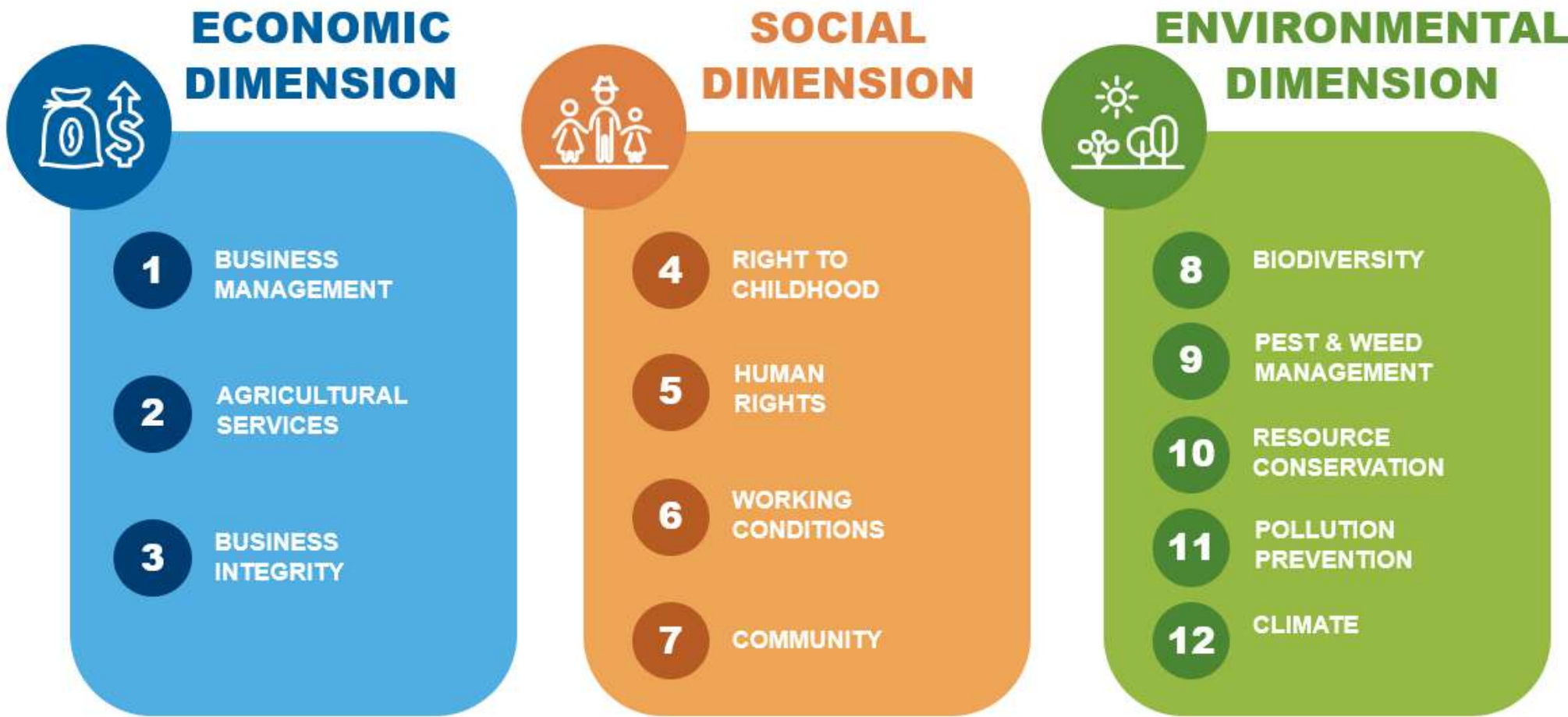


MEMBERSHIP MATTERS

Achievements Towards Sustainable Sourcing



Coffee Sustainability Reference Code Member Workshops



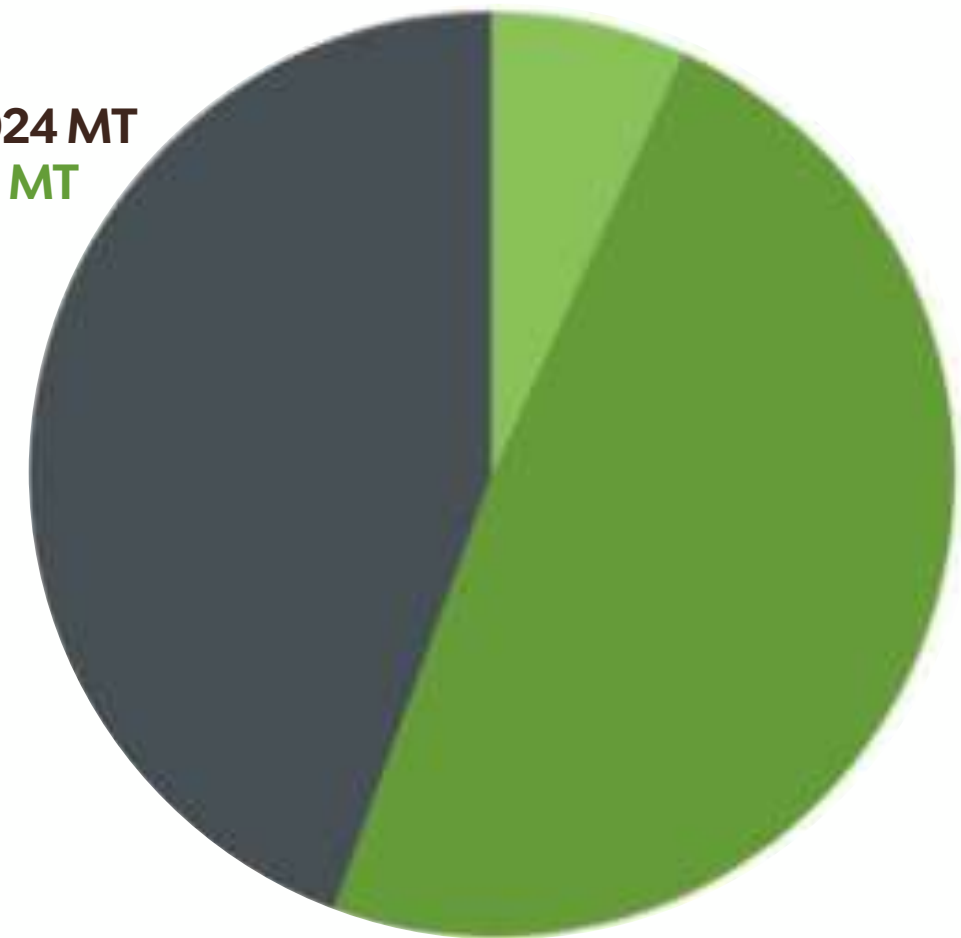


Snapshot 2021 on Sustainable Coffee Purchases



Sustainable Coffee Purchases 2021

TOTAL: 2,258,024 MT
SUST: 1,254,141 MT



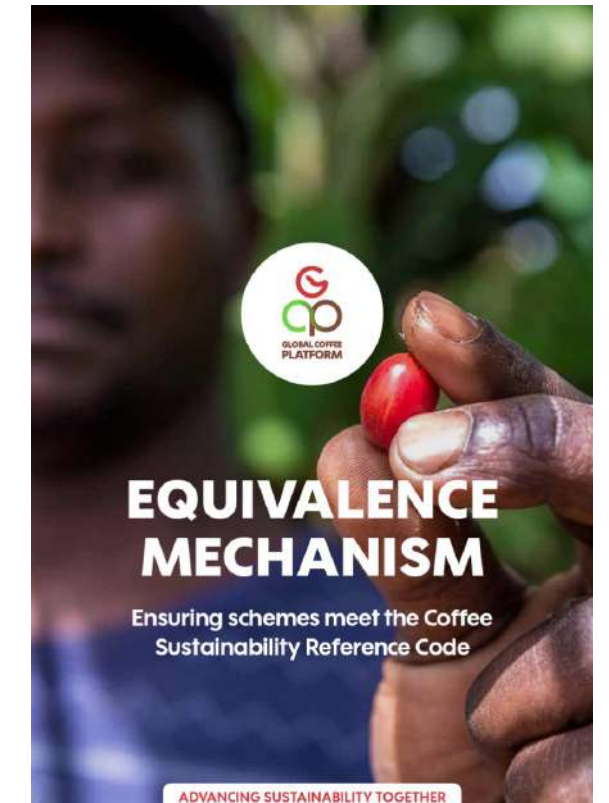
- Conventional
- 3rd Party Scheme
- 2nd Party Scheme





Equivalence Mechanism Revision & Recognition

- Launch of the revised Equivalence Mechanism
- Guided by the Technical Committee and Advisory Task Force
- Broad international consultation and engagement
- High interest in the sector



3rd Party Schemes

4C

Certifica
Minas

Fairtrade

Rainforest
Alliance/UTZ

Starbucks'
C.A.F.E Practices
Non-Member

2nd Party Schemes

Ecom's
SMS

Enveritas
Gold

Enveritas
Green

Nespresso
AAA

ofi's AtSource Entry
Verified & AtSource Plus

LIFT by
Mercon

Neumann's
NKG Bloom

Guaxupé
Planet



Technical Committee Pesticide Action Group

Technical Committee & Advisory Task Force guided the review of the Equivalence Mechanism

TC and TOR change

Pesticides Action Group

- GCP Members only group
- Created for 2 years
- Support the sector in the transition of the Pesticides Lists



Membership Matters

Questions & Answers



Members Decide:

1. Approval of the minutes of the Member Assembly 2021

2. Release of the Board



MEMBERSHIP ASSEMBLY

Minutes

Producer



Moenardji Soedargo

Individual Member



Rafael Furtado Fonseca

Coomap/Brazilian Coffee Producers Council (CNC)



Dr Joseph K. Kimemia

Individual Member



Juan Esteban Orduz

National Federation of Coffee Growers of Colombia (FNC)

Trade



Juan Antonio Rivas

Olam Food Ingredients (ofi), Vice-Chair of the Board



Teddy Esteve

ECOM Agroindustrial Corp



Michelle Deugd

Rainforest Alliance



Bambi Semroc

Conservation International



Andrea Olivar

Solidaridad

Industry



Matt Smith

Westrock Coffee



Marcelo Burity

Nestlé SA



Nadia Hoarau-Mwaura

JDE Peet's



Christien Parrott

Mother Parkers Tea and Coffee

Additional



Ric Rhinehart

IDH the sustainable trade initiative



Karel W. Valken

Rabobank, GCP Co-Treasurer



Carlos Brando

Chair of the GCP Board

GCP Member Assembly 2022

Aligning for Impact

7 & 8 December





Towards Sustainable Sourcing



Towards Sustainable Sourcing

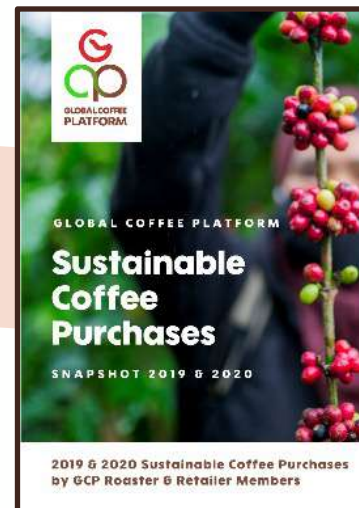
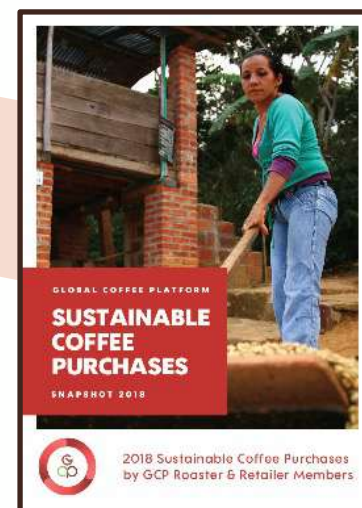
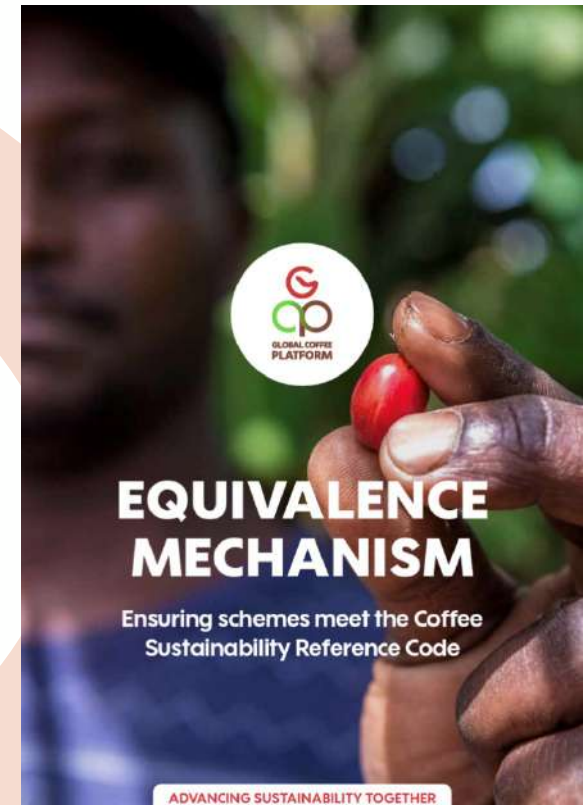
GCP Members enable and expand production, procurement and consumption of Sustainable Coffees

Coffee Sustainability Reference Code

GCP Equivalence Mechanism

GCP Collective Reporting

Measuring progress towards sustainable purchasing goals





Towards Sustainable Sourcing:

Breakout Group Challenge

1. You will be moved into a Deep Dive Breakout Group addressing *one* of GCP's sustainable sourcing tools.
2. Each Group will consider 2 questions for total 17 minutes, then return to Plenary to share insights and suggestions.
3. GCP Members are collaborating to increase the production, procurement and consumption of sustainable coffees *at scale*



Leveraging GCP Tools

1. How can this tool:

- Coffee Sustainability Reference Code
- Equivalence Mechanism
- GCP Collective Reporting

more efficiently support sustainable coffee production and sourcing across the supply chain?

2. How can GCP better support Members to use this tool?



Towards Sustainable Sourcing

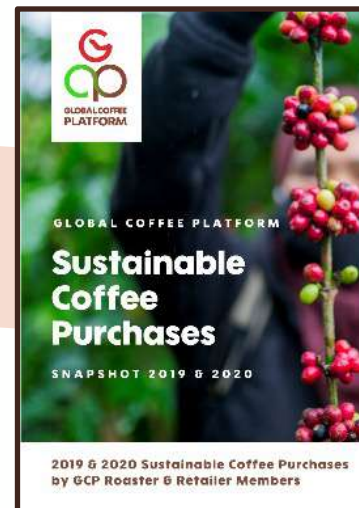
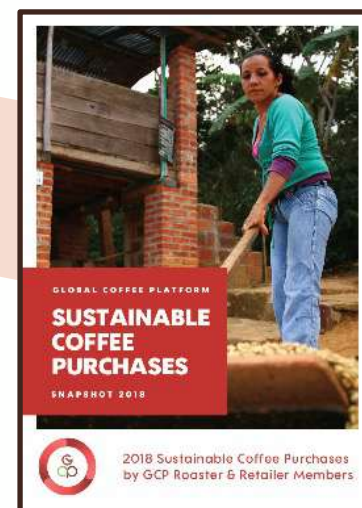
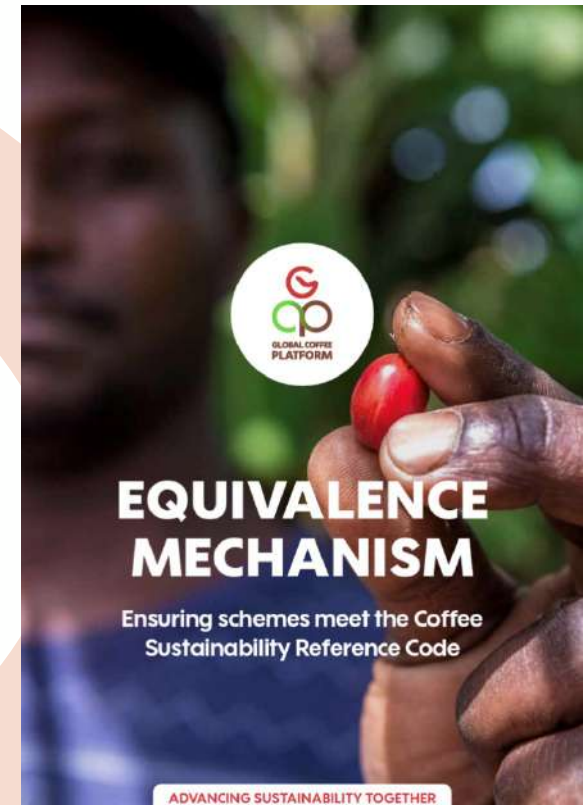
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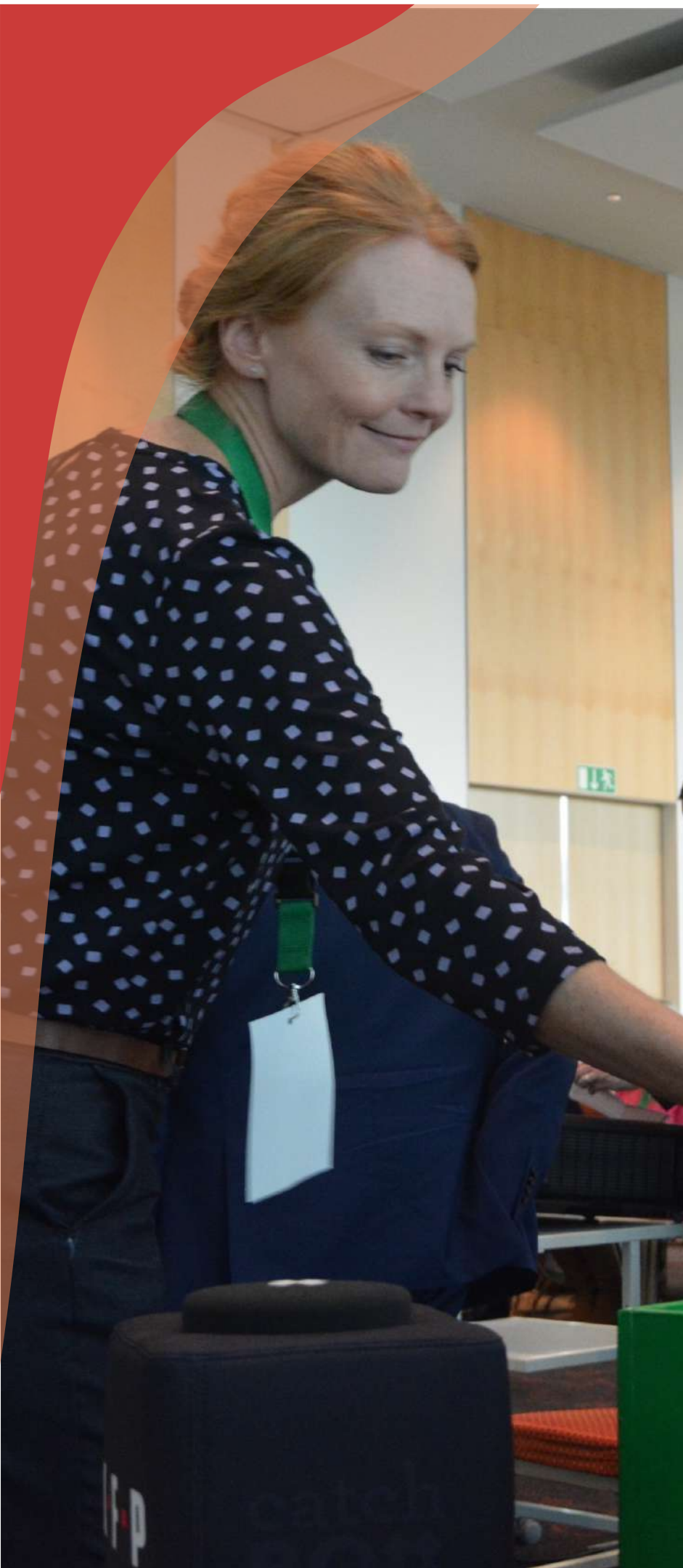
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GCP Board Elections 2022



GCP Board Elections

2022

One Seat: Trade

4 nominations received

One Seat: Civil Society

2 nominations received

One Seat: Producer representing Spanish-speaking Latin America

No nominations received



GCP Board Elections

One seat: Trade



Giacomo Celi

Group Sustainability Director,
Mercon B.V



Olivier Laboulle

Global Head of Sustainability,
Coffee, Louis Dreyfus Company



**Aileen Rodriguez
Rerhrhaye**

SVP Marketing & Trade,
Sucafina



Teddy Esteve

CEO Coffee Division,
ECOM Agroindustrial Corp.

One seat: Civil Society



Andrea Olivar

Director: Strategy & Quality,
Solidaridad



David Browning

CEO, Enveritas Inc.



GCP Board Elections

Election Results

One seat: Trade



Teddy Esteve

CEO Coffee Division,
ECOM Agroindustrial Corp.

One seat: Civil Society



Andrea Olivar

Director; Strategy & Quality,
Solidaridad



Thanking the outgoing GCP Board Members



Juan Esteban Orduz

National Federation of Coffee Growers of Colombia (FNC)



Trishul Mandana

Volcafé Ltd.



GCP Board Elections – New Board

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Aligning for Impact



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your
Cellphone



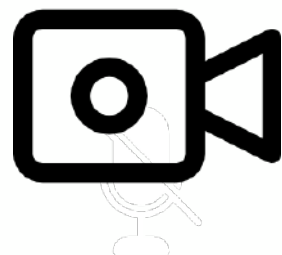
Update your
screen name +
organization



Mute
microphone



This meeting
is being
recorded



Turn
camera
on or off



Clique neste
símbolo para
tradução
simultânea
(português)

Select your
option and click
“Submit”

Polls

Polling 1:

1. What country are you from?

- ☐ a. Cameroon
- ☐ b. Ghana
- ☐ c. Kenya
- ☐ d. Rwanda
- ☐ e. Tanzania
- ☐ f. Uganda
- ☐ g. Southern Africa
- ☐ h. Other Africa
- ☐ i. Europe
- ☐ j. Other

SUBMIT





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Recap of Day 1

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Brazil, Indonesia, Vietnam

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Honduras, Kenya, Uganda

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INTRODUCTION TO GCP 2.0

Country Plans for Impact



Country goals aligned with GCP 2030 Goal

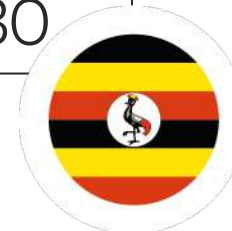
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Pilot and scale evidence-based models to reduce the Living Income gap of 120,000 smallholder coffee farmers in Uganda by 15% by 2030



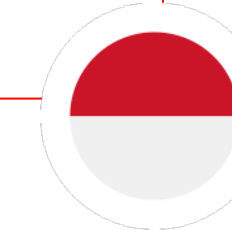
Close the Living Income Gap for 85,000 coffee farmers by 25% by 2030, by doubling the average income per hectare.



Ensure the prosperity of 210,000 coffee farmers by 2030, while improving workplace safety and health and conserving the natural resources.



Close the Living Income gap 10% and ensure market access for 126,000 smallholder coffee farmers by 2030.





2.0 Country Plans: Development

**GCP Membership Assembly
Endorsing GCP 2030 Goal**

**Development of
first drafts**

**Members input on
draft 2.0 Country Plans
GCP Membership Assembly**

Dec
2021

Q1
2022

Q2
2022

Q3
2022

Dec
2022

Q1
2023

**Development of global
GCP Business Plan;
Introduction of business
planning framework for
countries**

**Deep-dive during
International Team
Retreat**

- **Further input from members and other stakeholders**
- **Fundraising & Implementation**
- **Refinement of plans**



How are the Country Plans different to previous annual workplans?

- Anchored on GCP 2030 Goal and Strategy
- Focus on farmers' prosperity
- Driven by ambition and goal
- Bottom-up approach
- Delivered through local structures
- Cohesive business framework focused on results
- Peer-to peer-support across countries

What will be different moving forward?

- More focused planning, execution & measurement
- Long-term thinking & planning
- Easier to communicate GCP's work and value
- Pivoting for greater success on funding acquisition



Country Plan Framework and Presentation of Country Plans

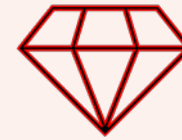
**Plenary
Presentation
Intro - 3 min**



Problem



Solution



Value Proposition



Goal



Strategy

**Breakout
Session
Presentation
Details - 8 min**



Strategy



Milestones



Crawl



Walk



Run



Metrics



Risks



Team



Financial
projection



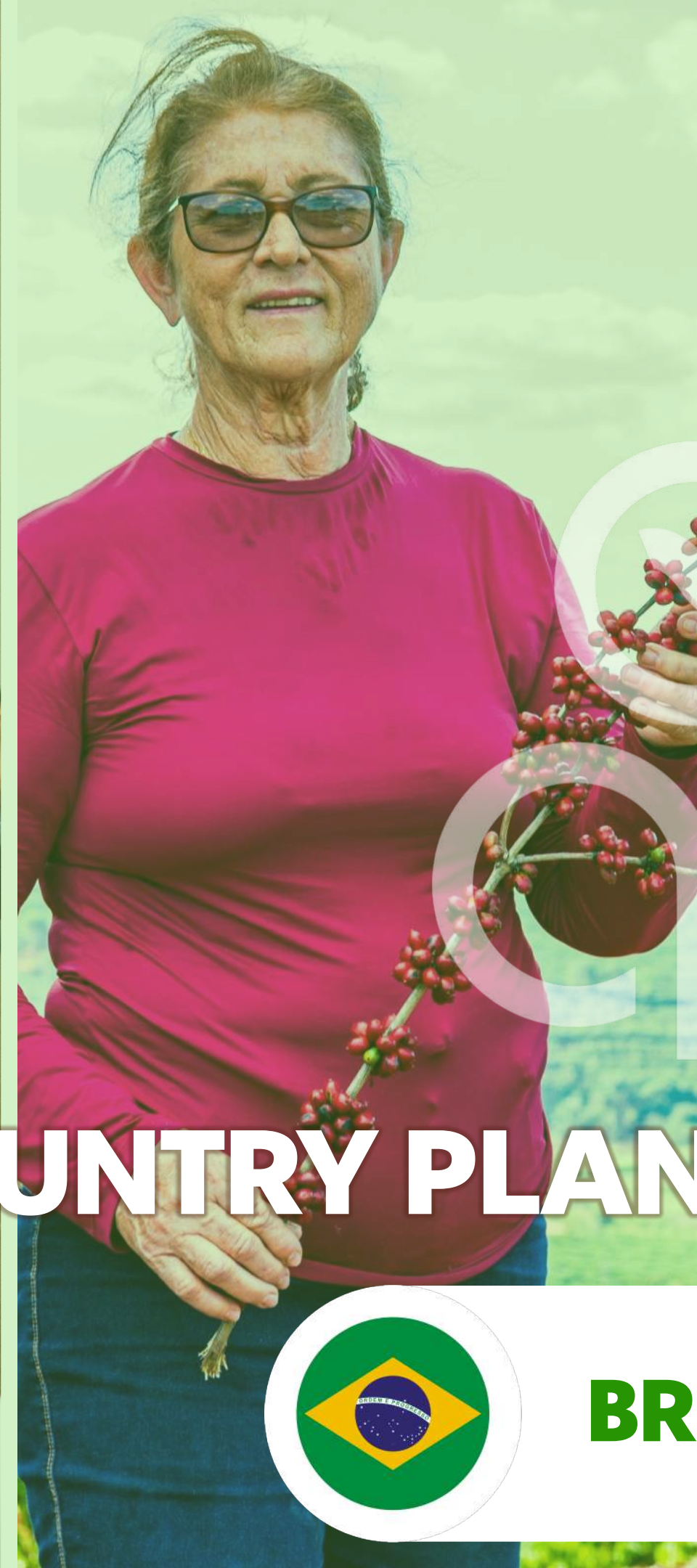
BRAZIL



INDONESIA



VIETNAM



COUNTRY PLANS FOR IMPACT



BRAZIL



Country Plan: Brazil

Context

- Largest coffee producer in the world
- 34 coffee producing regions
- 70% of Brazilian coffee farms are smallholders (under 20 ha)

Problem

- Climate change is a major threat
- Hurting productivity
- Prevents farmers from earning a Living Income

Solution

- Smallholder farmers implement climate resiliency / Good Agricultural Practices (GAP), including regenerative agriculture





Value Proposition

- Brazil Coffee Sustainability Platform connects actors at different levels
- 10 years of experience
- Successful track record: Coffee Sustainability Curriculum, CSC App, Collective Action Initiatives
- Membership representative of the major actors in the sector
- Strong buy-in for the platform's work

Goal

- **Increase climate change resilience to ensure farmer prosperity for 120,000 farmers (mostly smallholders) by 2030.**

Strategy

1. Technical: Increase the adoption of Regenerative Agriculture Practices
2. Finance: Economic incentives to adopt Regenerative Agriculture practices
3. Market: Ensure access to national and international coffee markets
4. Organizational Development & Partnerships: to scale impact & mobilize resources





COUNTRY PLANS FOR IMPACT



INDONESIA



Country Plan: Indonesia

Context

- 4th largest coffee producing country in the world – nearly 2 million coffee farmers
- 96% coffee produced by smallholders
- Large geographic spread

Problem

- Low productivity – 1/3 of Vietnam
- Lack of GAPs
- Climate change
- Excessive use of agrochemicals

Solution

- Implement GAPs
- Build climate resilience
- Maintain market access (i.e. MRLs)





Value Proposition

- SCOPI has grassroots reach & national scale
- Large network of Field Trainers
- Strong convening power
- Membership covers the key Indonesian coffee stakeholders

Goal

- **Close the Living Income gap 10% and ensure market access for 126,000 smallholder coffee farmers by 2030.**

Strategy

1. Improve sustainable coffee productivity via implementing Good Agricultural Practices and agroforestry best practices
2. Ensure the responsible use of agrochemicals to maintain access into international markets





COUNTRY PLANS FOR IMPACT



VIETNAM



Country Plan: Vietnam

Context

- 2nd largest coffee producer in the world
- 1.4 million coffee farmers
- 8 main coffee producing provinces
- Strong government involvement

Problem

- Unequal benefit distribution among farmers
- Improper use of agrochemicals
- Workplace safety & health issues
- Climate change

Solution

- Enable ALL farmers to reach a Living Income and meet health & safety conditions
- Address risks to maintaining income gains





Value Proposition

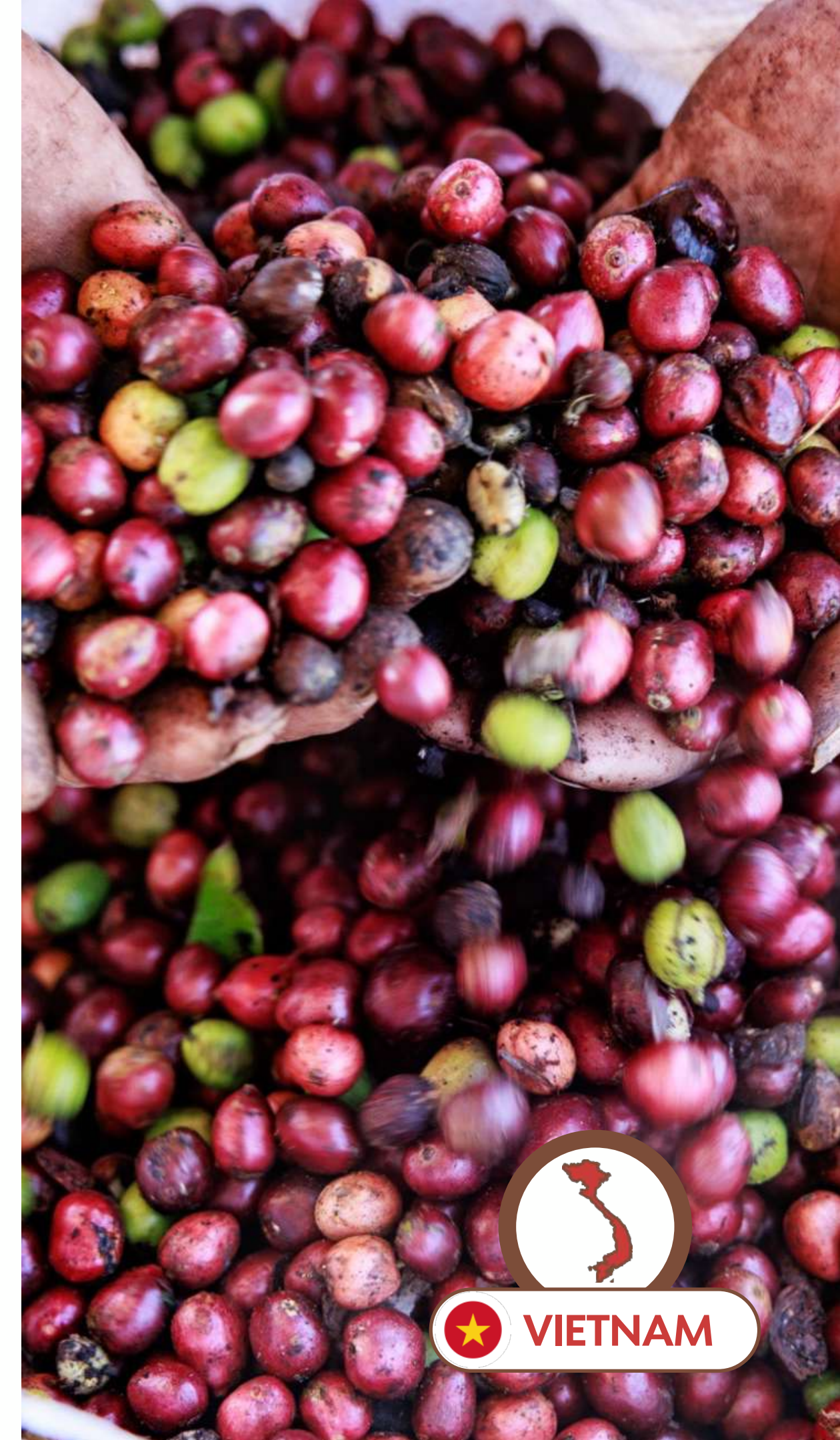
- Strong relations with local and global actors
- Successful track record – National Sustainability Curricula, Collective Action Initiatives
- Convening power

Goal

- **Ensure the prosperity of 210,000 coffee farmers by 2030, while improving workplace safety and health and conserving the natural resources.**

Strategy

1. Achieve optimum yields, increase quality & consistency
2. Decrease production costs, particularly for agrochemicals & ensure MRLs are respected
3. Ensure OHS for coffee growers
4. Increase climate resilience





Breakout Session Guiding Questions

- In your opinion, does the Country Plan focus on the main issue(s) affecting coffee farmer prosperity in this country?
- Do you agree with the overall approach of the country's strategy to tackle the identified problems?
- What elements from the Country Plan resonate the most with you?
- What elements of the Country Plan do you think need to be strengthened?

GCP Member Assembly 2022

Aligning for Impact

7 & 8 December





COUNTRY PLANS FOR IMPACT



HONDURAS

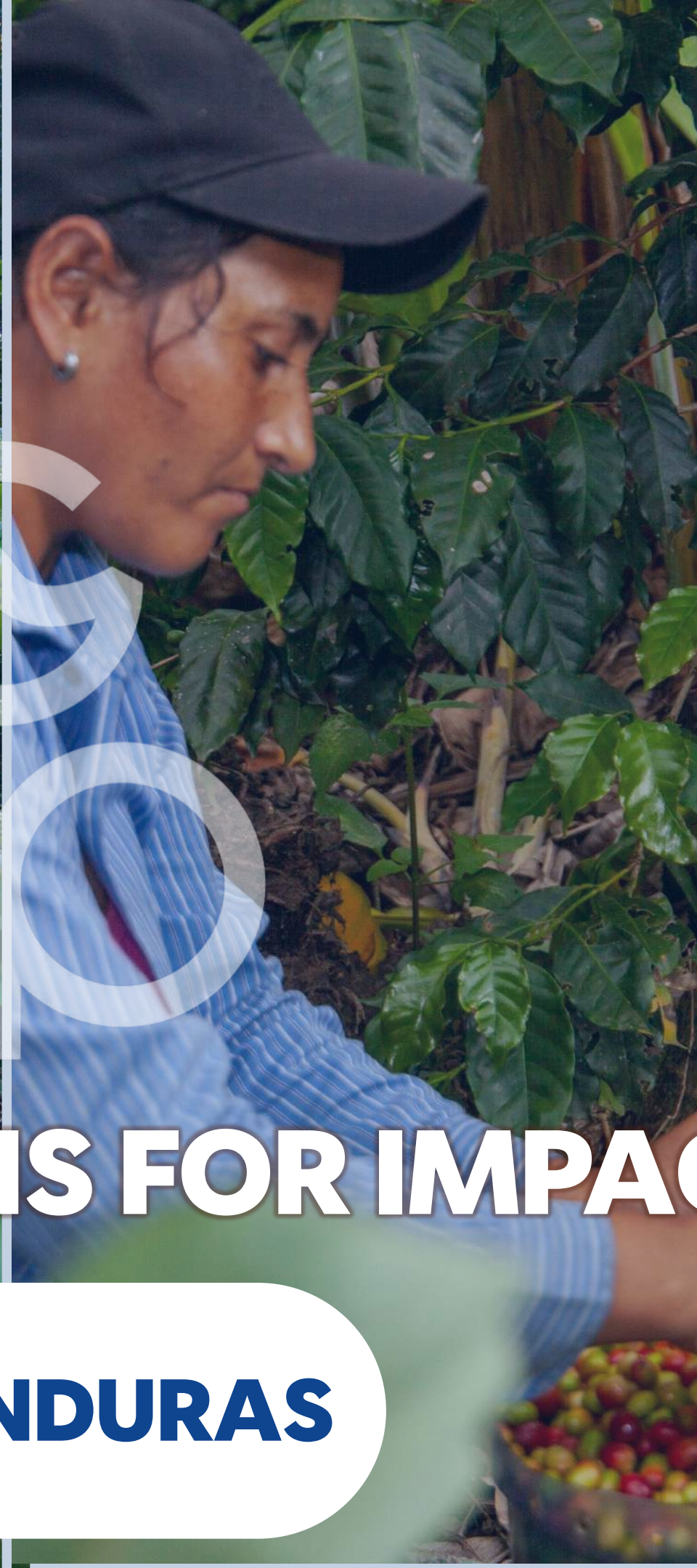


KENYA



UGANDA





COUNTRY PLANS FOR IMPACT



HONDURAS



Country Plan

Context

- 6th largest coffee producer in the world
- 100% arabica
- Highly regulated

Problem

- Poor performance of domestic market system
- Farmers don't make enough income from coffee
- Lack of incentives to retain farmers

Solution

- Reduce labor costs - adopt harvesting and processing technology
- Improve farmgate price - improve quality consistency & performance





Value Proposition

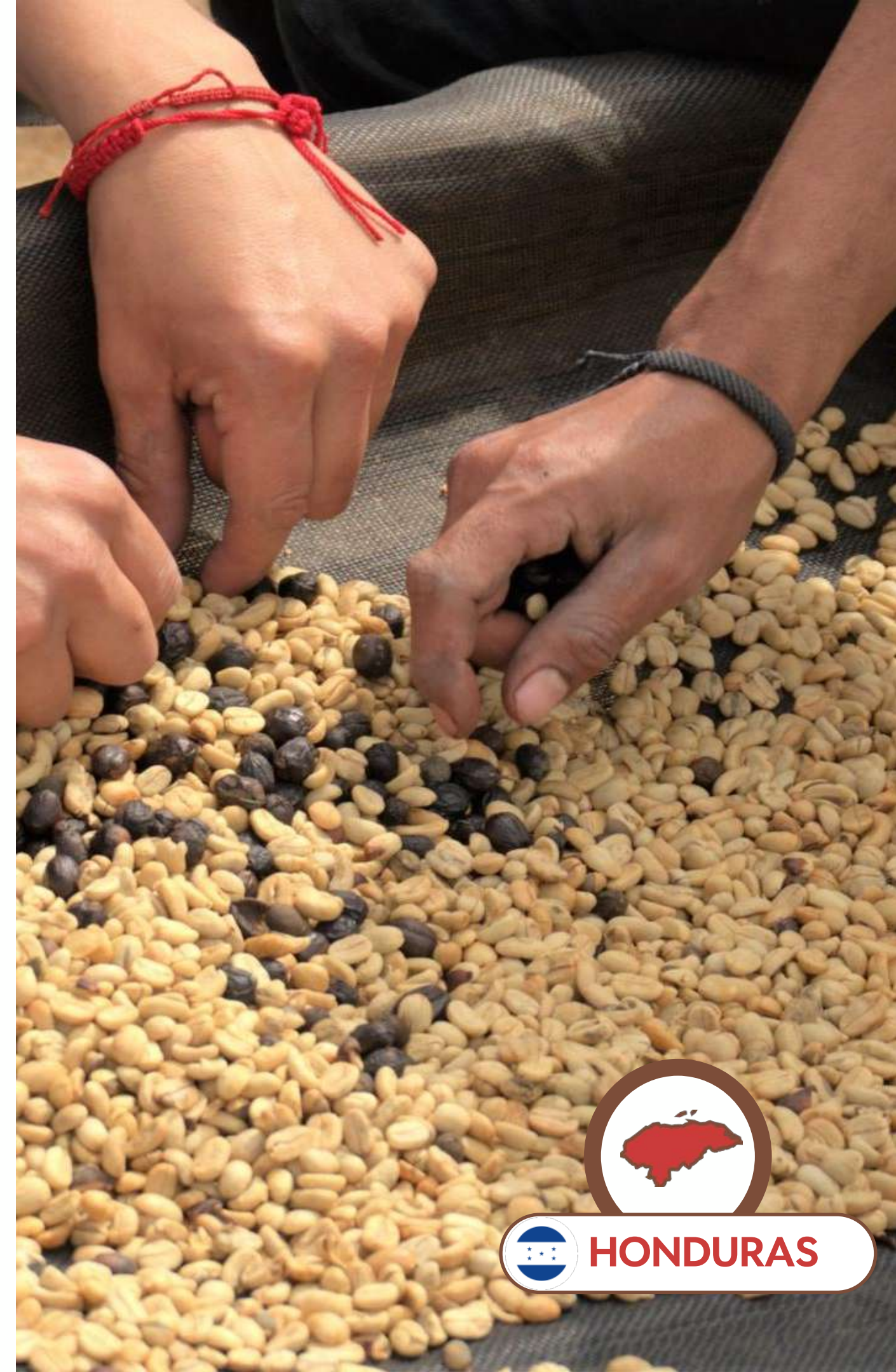
- GCP network – replicate success from other countries
- Members are representative of the main coffee actors in Honduras

Goal

- **Close the living income gap by 50% for 85,000 Honduran smallholder coffee farmers by 2030.**

Strategy

1. Reduce costs by enhancing labor productivity by introducing modern harvesting and processing technologies and correspondent marketing
2. Improve the farmgate/FOB price ratio by addressing atomization of farmers (dispersion and scale)





COUNTRY PLANS FOR IMPACT



KENYA



Country Plan: Kenya

Context

- 700,000 coffee farmers, predominantly Arabica
- Devolved government function
- Highly regulated and structured
- Fragmented development efforts

Problem

- Productivity has decreased 62% in past 30 years
- Misalignment of efforts to address this issue
- Climate change

Solution

- Align development efforts
- Increase productivity
- Diversification & agroforestry





Value Proposition

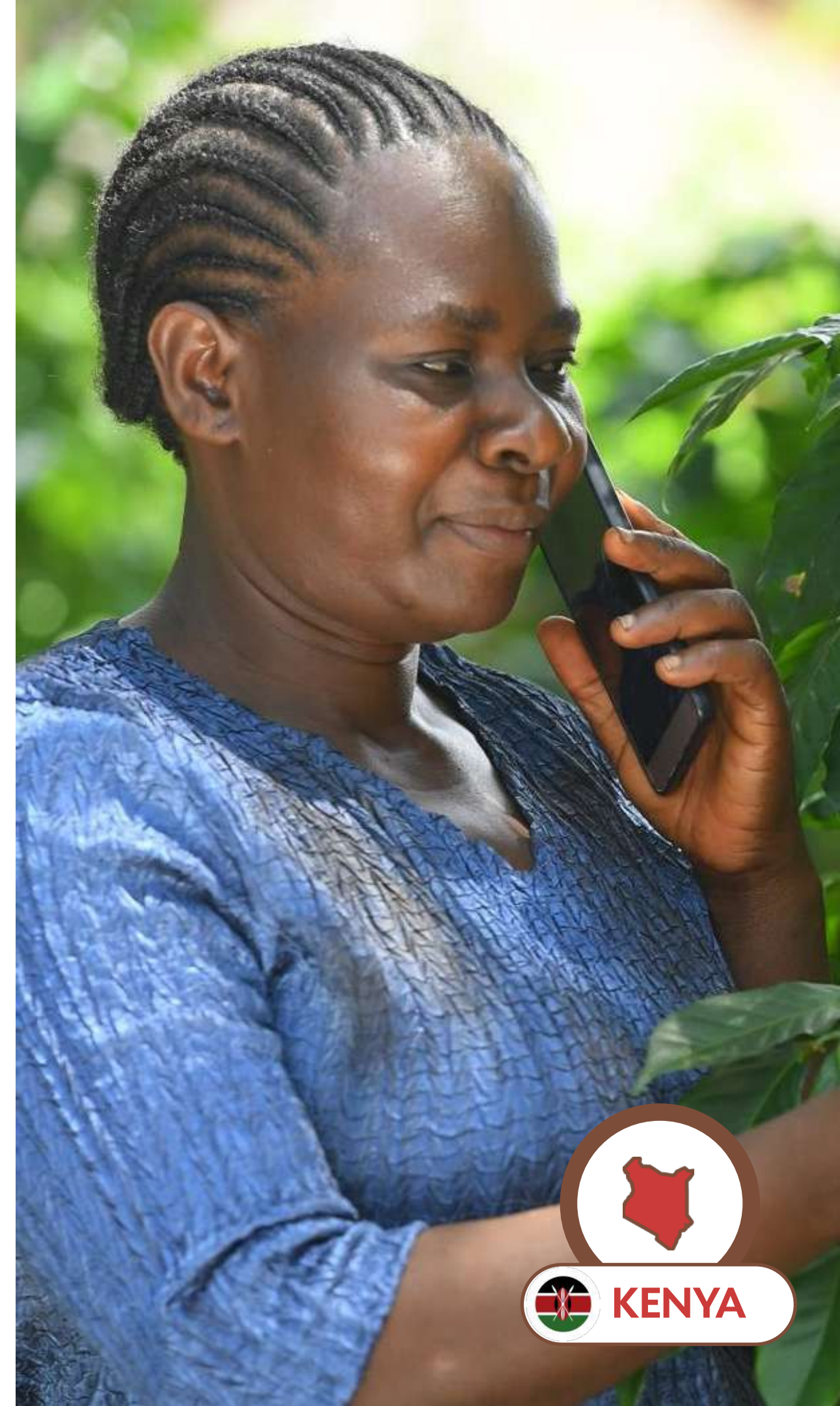
- Kenya Coffee Platform accepted by national stakeholders as a neutral convenor
- Strong government connections
- Successful track record of donor-funded projects

Goal

- **Close the Living Income Gap for 85,000 coffee farmers by 25% by 2030, by doubling the average income per hectare.**

Strategy

1. Convening for national alignment and better enabling environment
2. Improving productivity and farmer resilience





COUNTRY PLANS FOR IMPACT



UGANDA



Country Plan: Uganda

Context

- 7th largest global exporter in the world
- 3% of the Gross Domestic Product
- 1.7 million smallholder coffee households

Problem

- Coffee yields 1/3 or 1/4 of their potential
- Old trees
- Climate change

Solution

- Enhance knowledge & service delivery
- Build climate resilience farms





Value Proposition

- Uganda Coffee Platform is a trusted convener & good representation of Ugandan coffee actors
- Strong links to the Government Ministry and Agency
- 16 years of experience
- Successful examples of collaboration: National Sustainability Curriculum and extension materials

Goal

- **Pilot and scale evidence-based models to reduce the living income gap of 120,000 smallholder coffee farmers in Uganda by 15% by 2030.**

Strategy

1. Improve service delivery to farmers through information provision, training and advocacy
2. Deliver innovative rehabilitation, renovation and climate resiliency services to farmers through Youth Coffee Service Providers





Breakout Session Guiding Questions

- In your opinion, does the Country Plan focus on the main issue(s) affecting coffee farmer prosperity in this country?
- Do you agree with the overall approach of the country's strategy to tackle the identified problems?
- What elements from the Country Plan resonate the most with you?
- What elements of the Country Plan do you think need to be strengthened?



PLENARY FEEDBACK





Recap: Breakout Room Discussions



Increase climate change resilience to ensure farmer prosperity for 120,000 farmers (mostly smallholders) by 2030.

1. Technical: Increase the adoption of Regenerative Agriculture Practices among coffee growers
2. Finance: Support the creation of economic incentives for growers to adopt Regenerative Agriculture practices
3. Market: Expand market access for Coffee farmers
4. Organizational Development & Partnerships



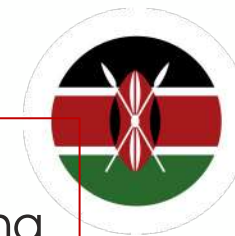
Close the living income gap by 50% for 85,000 Honduran smallholder coffee farmers by 2030.

1. Reduce costs by enhancing labor productivity by introducing modern harvesting and processing technologies and correspondent marketing
2. Improve the farmgate/FOB price ratio by addressing atomization of farmers (dispersion and scale)



Pilot and scale evidence-based models to reduce the Living Income gap of 120,000 smallholder coffee farmers in Uganda by 15% by 2030.

1. Improve third party service delivery to farmers through information provision, training and advocacy
2. Deliver, innovative rehabilitation, renovation and climate proofing services to farmers through Youth Coffee Service Providers



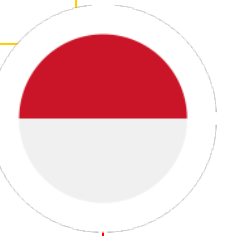
Close the Living Income Gap for 85,000 coffee farmers by 25% by 2030, by doubling the average income per hectare.

1. Convening for national alignment and better enabling environment
2. Improving productivity and farmer resilience



Ensure the prosperity of 210,000 coffee farmers by 2030, while improving workplace safety and health and conserving the natural resources.

1. Achieve optimum yield, increase quality and consistency
2. Decrease production costs, particularly for agro-inputs & ensure MRLs are respected
3. Ensure OHS for coffee growers
4. Increase climate resilience



Close the Living Income gap 10% and ensure market access for 126,000 smallholder coffee farmers by 2030.

1. Improve sustainable coffee productivity via implementing Good Agricultural Practices and agroforestry best practices;
2. Ensure the responsible use of agrochemicals to maintain access into international markets



Members' Feedback: Mentimeter

- Write 1-2 words that represent what you like the most about the Country Plans?



Use your mobile to vote via the QR code →

Or follow the link in the chat



Moving towards Collective Action:

Members' Feedback Discussion

- What do you think about the importance of this Country Plan development to achieve the GCP 2030 goal?

 HONDURAS

NICARAGUA

COLOMBIA

PERU

 BRAZIL

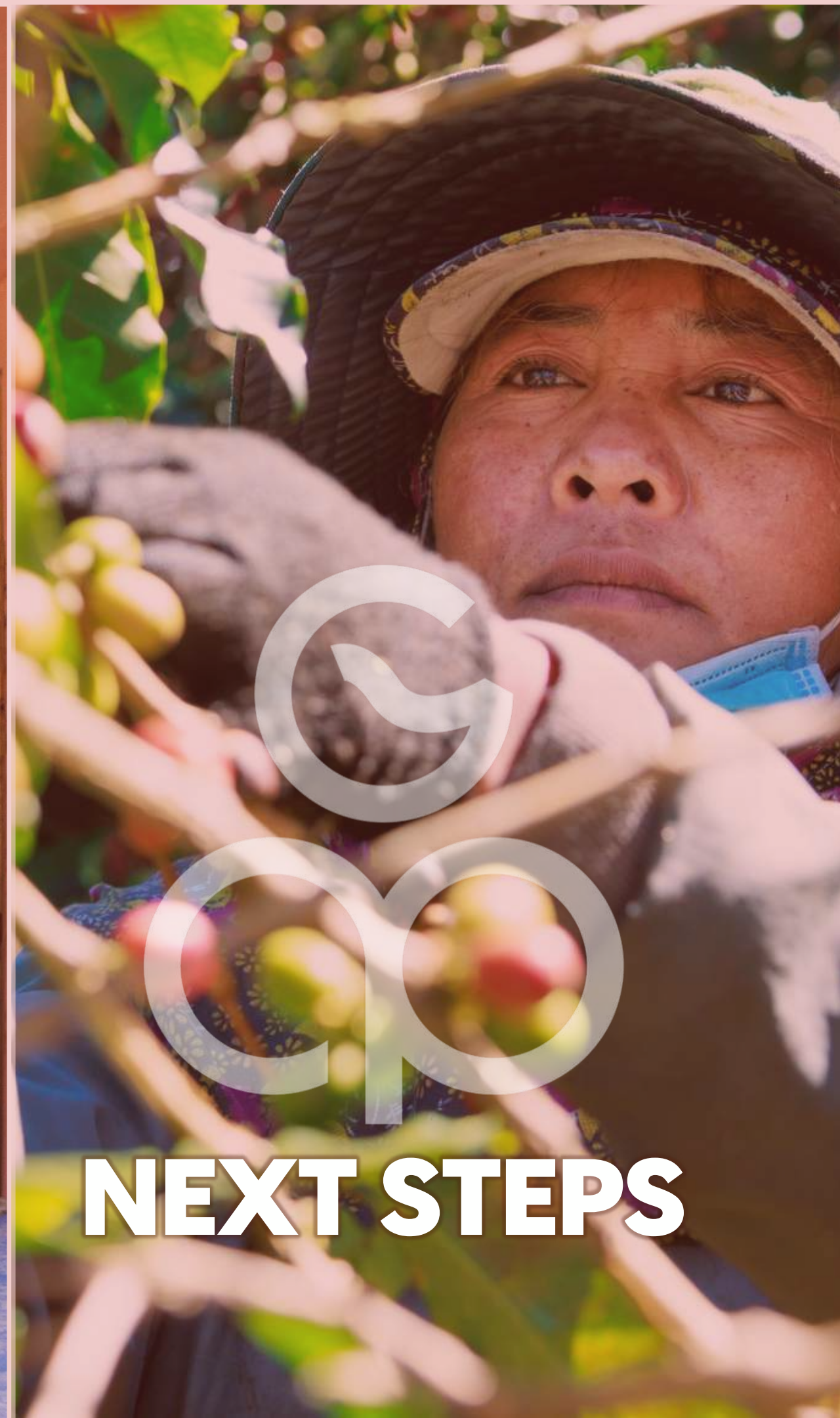
 UGANDA

 KENYA

TANZANIA

 VIETNAM

 INDONESIA



NEXT STEPS





Next Steps for the Country Plans

Members input on draft
Country Plans
GCP Membership Assembly

Country Platforms further
revise the Country Plans

Kick-off GCP Mentor Program and
engage stakeholders on Country Plans;
Conceptualize Country Snapshots

Dec
2022

Jan
2023

Q1
2023

Feb / Mar
2023

Up to
Q2
2023

June
2023

Applications for the
GCP Mentorship Program
due

Deep-dive webinars on
revised Country Plans
- exclusive to GCP Members

Country Plans &
investment
opportunities at in-
person Membership
Assembly day

For more information:

Lauren Weiss - Program Manager Countries & Partnerships
weiss@globalcoffeeplatform.org





**GCP Member Assembly
27 June 2023, Bonn, Germany**



Making your Membership work! What you can do:

Global Level

- | | |
|-----------------|---|
| Now | Contribute as 2.0 kick-off funding partner |
| Now | Submit sustainability scheme for Equivalence Mechanism 2.0 review |
| Q2 '23 | Join Collective Reporting on Sustainable Coffee Purchases |
| 27. June | Participate in the in-person Member Assembly 2023 |

Country Level

- | | |
|-----------------|---|
| 15. Jan | Apply for the GCP Mentorship Program |
| Q1 '23 | Attend the deep-dive webinars |
| Q2 '23 | Provide additional feedback on the Country Plans |
| 27. June | Formal launch of the Country Plans at the in-person Member Assembly 2023 |



Aimee Russilio Liseed Consulting; Ali Özbora; Aman Singh Rajput; Anne Chepkoech; Annemieke Wijn; Antony Mugoya; Betty Elizabeth Maraka; Cesar Augusto Correa Candiano; Carlos Henrique Jorge Brando; Dr. Chala Erko Arganea; Dr Joseph Kimemia; KG Robert Waggywa Nsibirwa; Green Line Consulting; Frederick S.M Kawuma; G.I.C COPACAM; Gilbert Kamdem Sindjou; Janina Grabs; Jeremy Lefroy; Mary Grace Agbunag; Moenardji Soedargo; Mbula Kaluko Musau; Morten Scholer; Philip Schluter; Rafael Valcarce; Surendra Kotecha;



GCP Member Assembly

Aligning for Impact

