

Collective Action for Impact Country Plans for Farmer Prosperity



GCP Member Webinar
21 March 2023



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

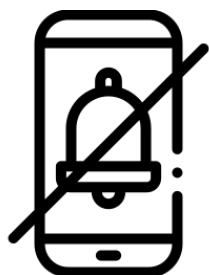
As participants in this meeting, we need to be mindful of the constraints of antitrust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes discussions of current or future prices, margins, discounts, the timing of price changes, 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.



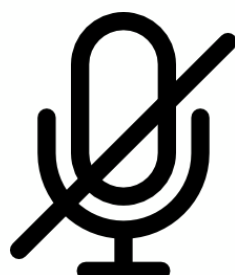
House Rules



Silence your
Cellphone



Update your
screen name +
organization



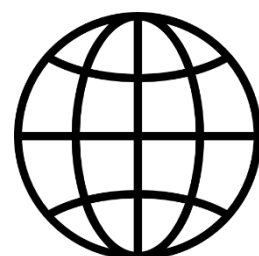
Mute
microphone



This meeting is being recorded
and will be shared with GCP
Members after the event



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



Agenda

Part 1

Recap GCP's 2030 Goal & Strategy

Part 2

Creating Impact at Scale:
Country Plans for Farmer Prosperity

Part 3

GCP Member Engagement



Sustainability is our Shared Responsibility



GCP 2.0 - Recap





Shared Sustainable Sourcing challenges include:



Regulatory landscape

- **E**nvironment
- **S**ocial
- **G**overnance



Reporting requirements



Progress towards impact goals
(Future-generation-safe)



Supply risk management



Meeting customer demands



Addressing digital and
sustainability megatrends



Brand reputation management
(becoming a future-proof sustainable
business)



Let's talk about GCP's Big Goal

To 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 **by 2030**

We will achieve our goal through holistic support for:

- Sustainable coffee production
- Climate adaptation and mitigation
- Workers' well-being

Achieving our goal is crucial to **fulfill GCP's mission** to promote:

- Farmer prosperity
- Improved well-being
- Conservation of nature





GCP 2030 Goal

Towards Sustainable Sourcing

Using the Coffee Sustainability Reference Code

Using the Equivalence Mechanism

Collective Reporting of Sustainable Coffee Purchases



Country Plans for Farmer Prosperity

Multi-year Country Plans



Country Snapshots

Helping to reduce the living income gap by at least 25% through sustainable coffee production



Creating Impact at Scale

Country Plans for Farmer Prosperity



Country Plans help achieve our shared GCP 2030 Goal

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



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



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



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



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 10% and ensure market access for 126,000 smallholder coffee farmers by 2030.






Country Plans for Farmer Prosperity

Overview by Theme

Economic			Environmental	Social	
Optimum Yields / Productivity	Farmgate / FOB Price	Market Access - MRLs	Climate Resilience / Regenerative Ag / Agroforestry	Human Rights e.g. OHS, social well-being	Women / Youth / Marginalized Groups
					
					
					
					
					
					



Overview of Country Plans' Components

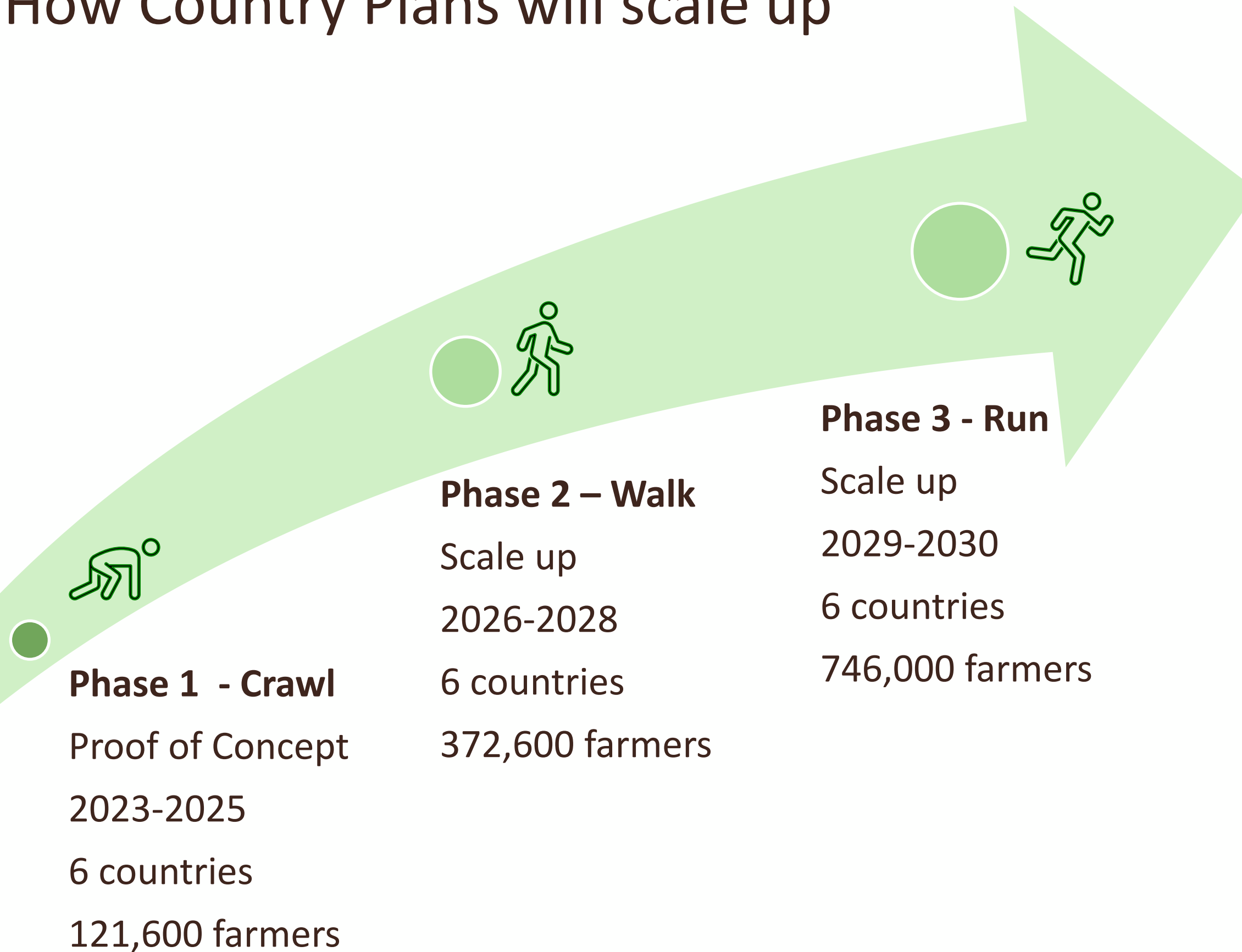
Building on the
GCP Collective Action
Initiative Model





Creating Impact

How Country Plans will scale up





GCP Collective Action Initiative

Responsible Use of Agro-Inputs for Coffee in Vietnam

FONDAZIONE
GIUSEPPE E PERICLE LAVAZZA ONLUS



JDE Peet's



Neumann Kaffee Gruppe



S&D

SUCDEN
COFFEE

Tchibo





Responsible Use of Agro-Inputs for Coffee in Vietnam



Background

Most coffee farmers apply pesticides & fertilizers like Glyphosate intensively & extensively

- Agro-chemical usage not based on adequate knowledge or soil tests
- Producers have limited understanding about diseases and pests
- Often tend to apply pesticides wrongly

Solution

Weed Management Manual & Training Delivery

- Manual integrated with OSH (Occupational Safety and Health)
- 1,250 ToT trainers via physical and virtual training
- 30,000 farmers via field pilots and partnered companies, extension centers, NGOs

Solution

Policy Lobby & Advocacy (via VCCB)

- Collective letter on glyphosate submitted to MARD in Oct 2020
- MARD's Decision to ban glyphosate from 1 Jul 2021
- Official letter to DPP, NAEC, Central Highlands DARDs on enforcement of MARD's Decision

Solution

Communication & Awareness Raising

- 60,000 farmers via TV broadcasting, Pesticide app, field pilots, partnering companies, billboards, leaflets
- 3,500 school children via talk shows at schools
- 5,000 farmers via GCP social channels

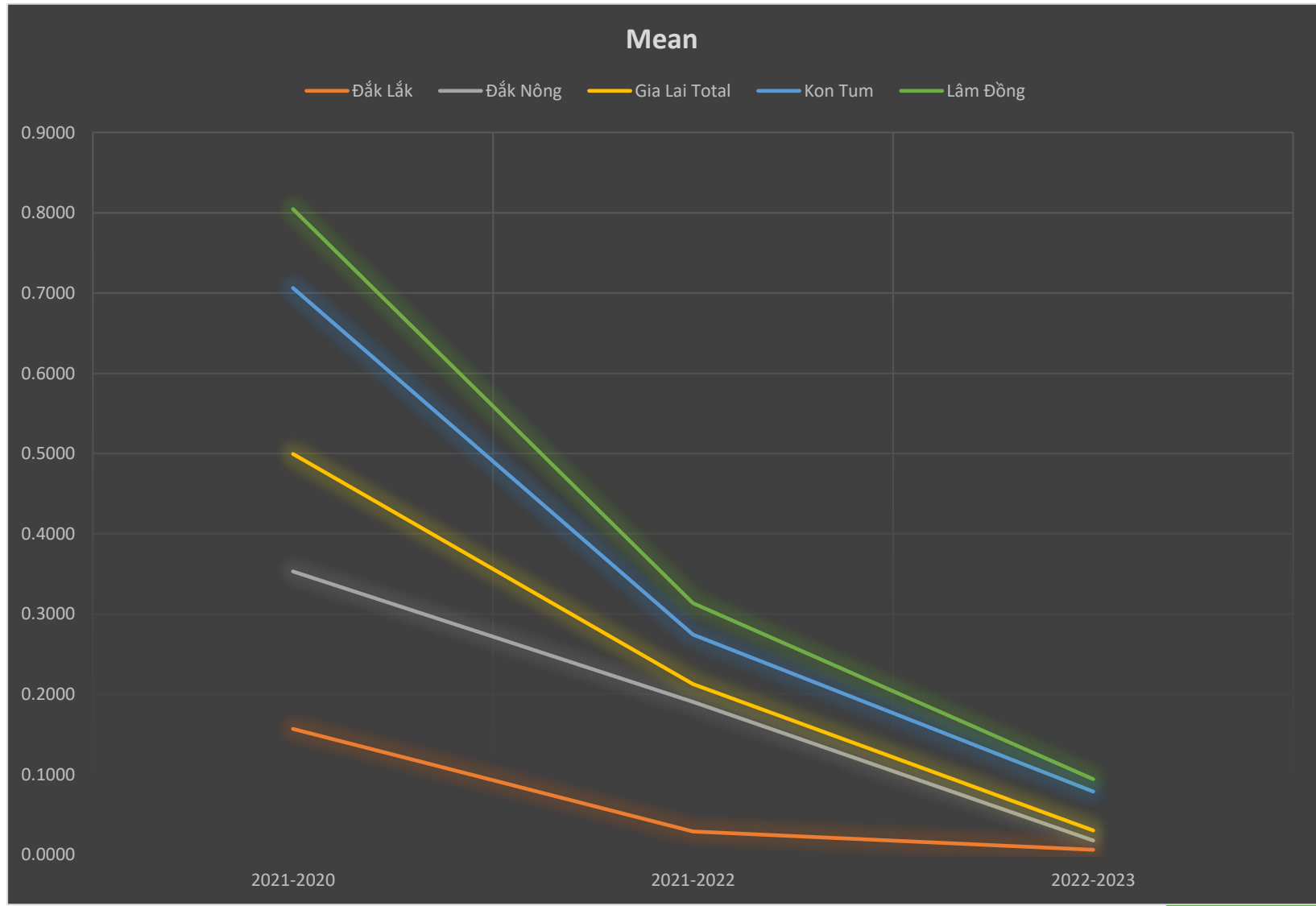
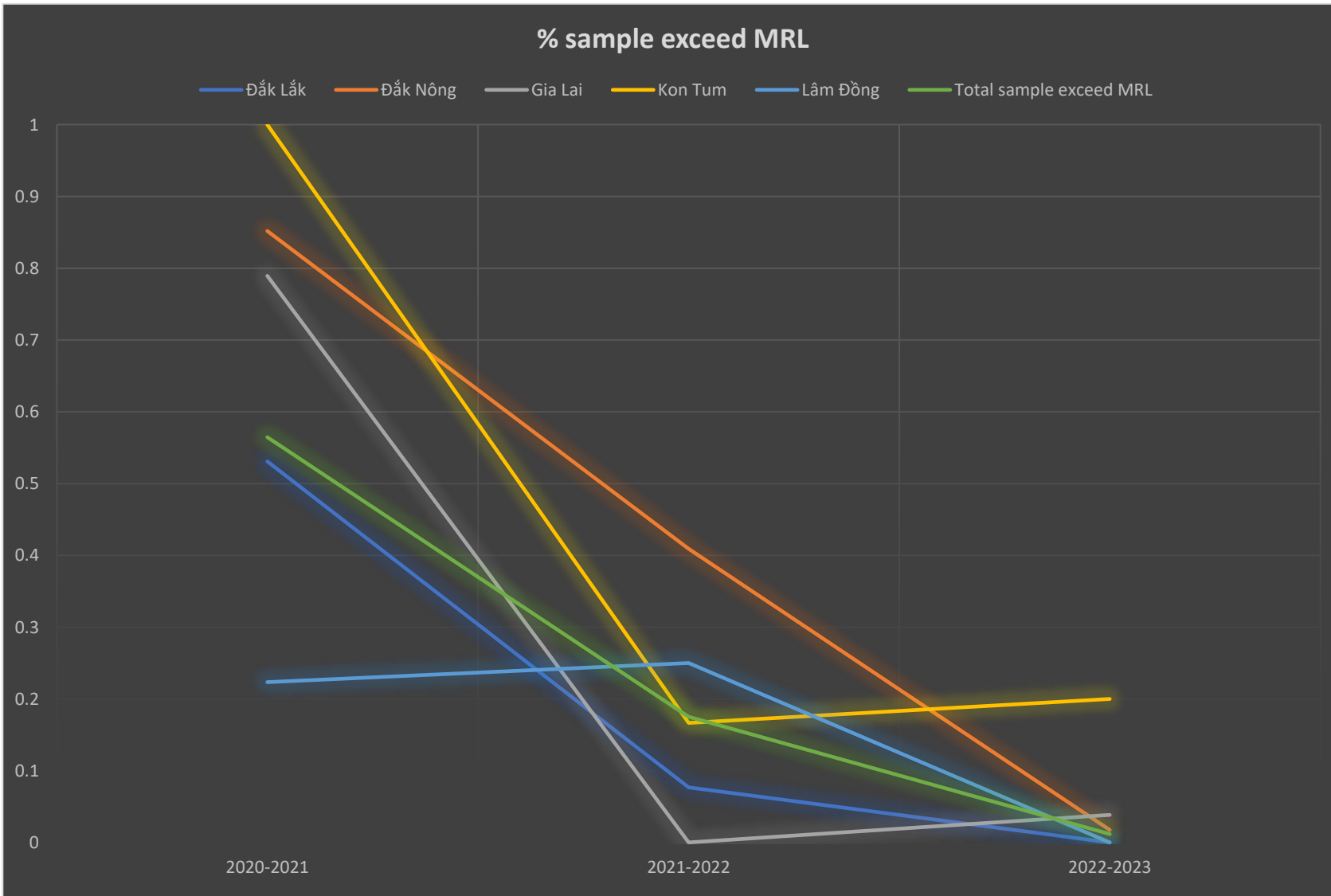


Outcomes

Glyphosate residues in coffee green bean in the Central Highlands 2020-2022

Glyphosate MRL over 0.1 mg/kg coffee green beans:

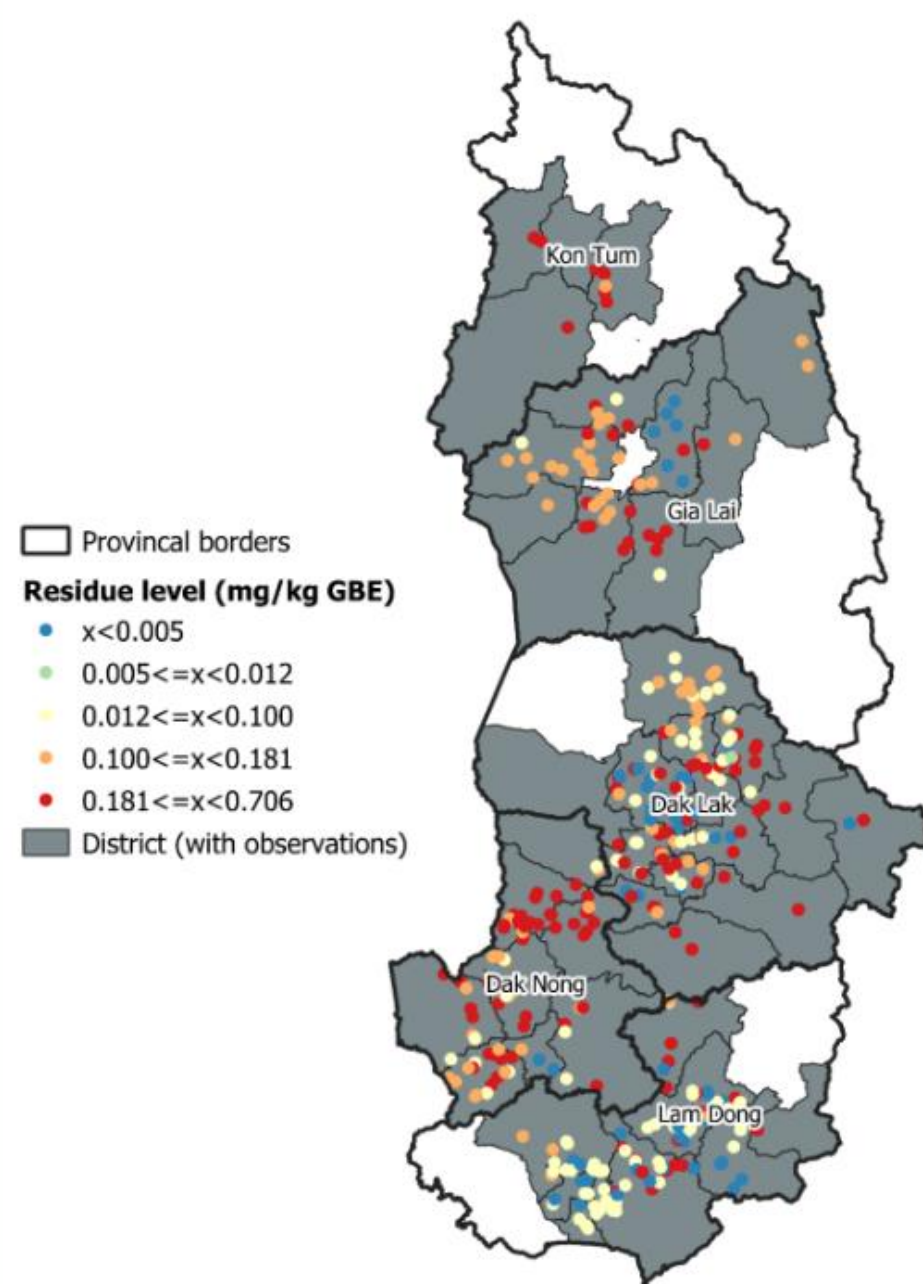
- In 2020-2021 survey, > 56% of the samples
- In 2021-2022 survey, 17.50% of green cherry samples and 1.25% of ripe cherry samples
- In 2022-2023, 1.19% of the samples
- Glyphosate residues in coffee green bean decreasing sharply for all 5 provinces over 2020 – 2022 crops



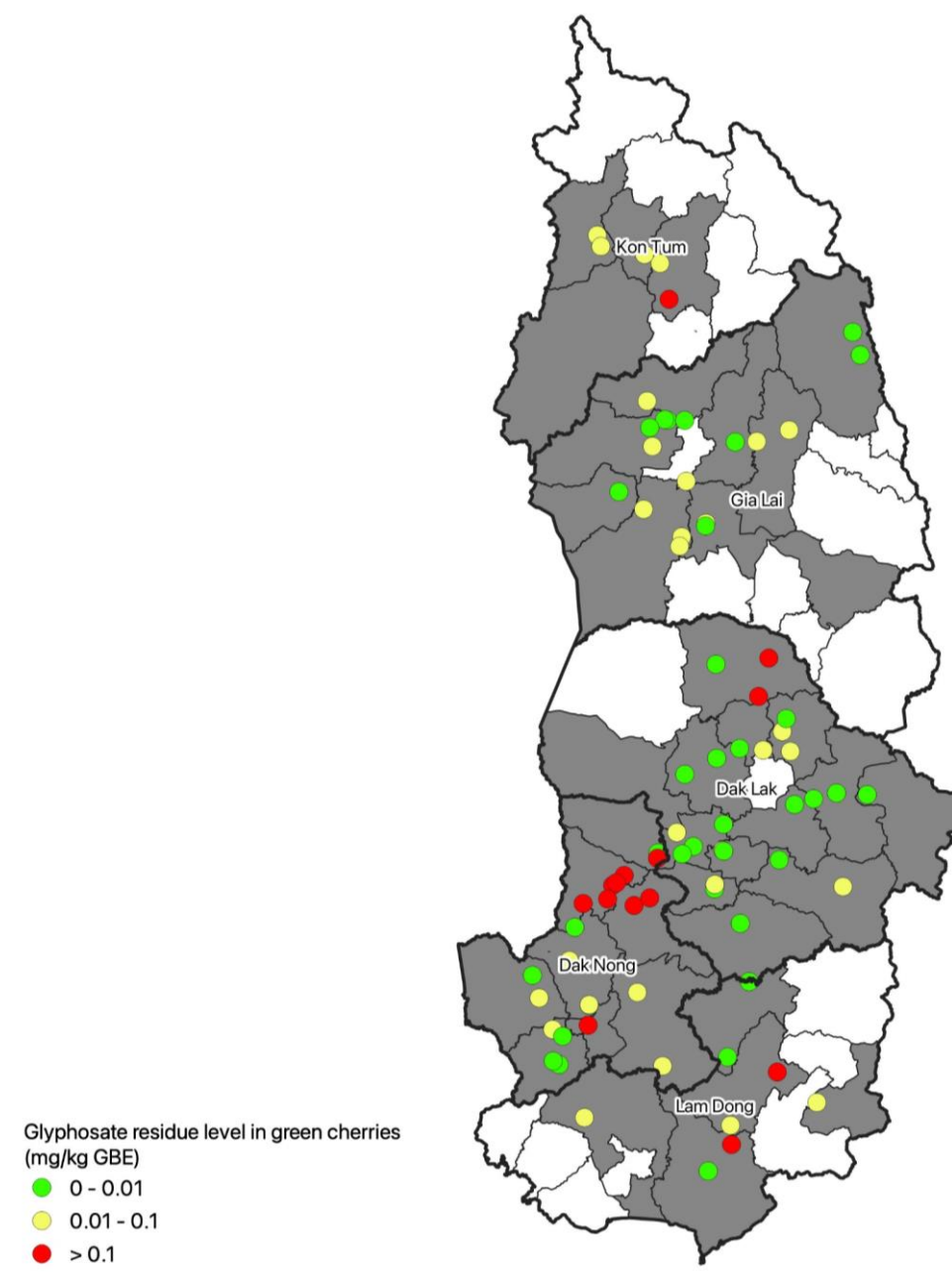


Outcomes

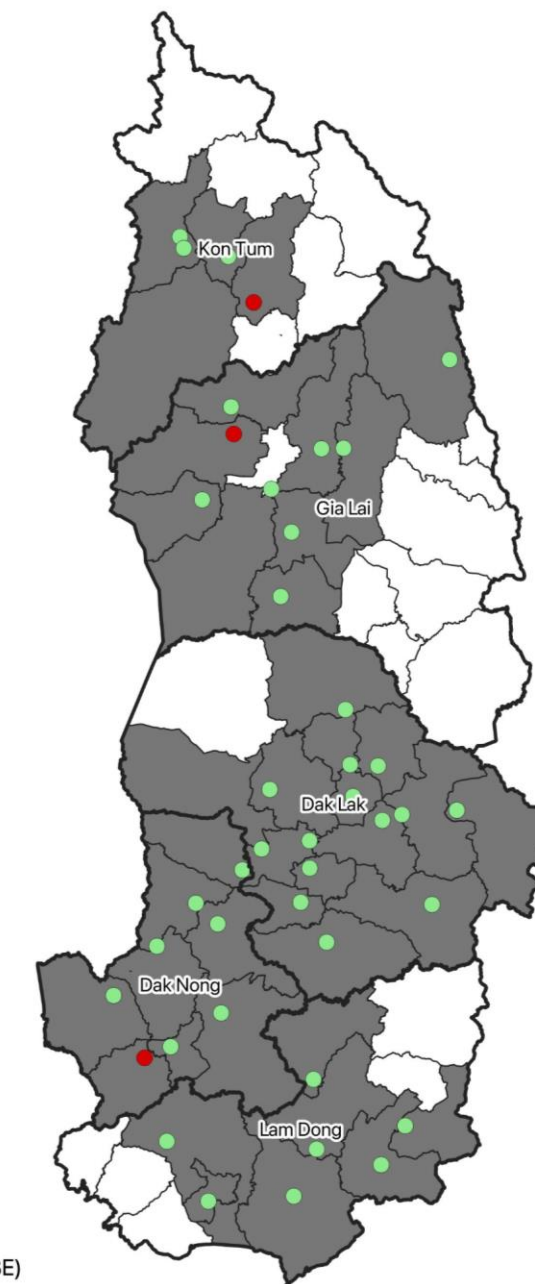
Geographical mapping of glyphosate residues over 0.1 mg/kg coffee green bean in the Central Highlands 2020-2022



2020 – 2021 crop



2021 – 2022 crop



2022 – 2023 crop



GCP Collective Action Initiative

Social Well-Being in Brazil





Living Income study in Brazil coffee areas



Profile of coffee farmers:

- **264,361** coffee farms
- **77%** of farms = family farming
- Average size of **88%** of farms = **0-50 ha**

Focus areas:

Minas Gerais

- **43%** of coffee production
- **65%** of Arabica production

Espírito Santo

- **2nd** largest coffee producing state
- **68%** of Conilon production

Size of coffee farms:

0-5, 5-10, 10-20, 20-50, 50-100 ha

CERRADO MINEIRO
(n=37)

MATAS DE MINAS
(n=10)

SUL DE MINAS
(n=12)

ESPÍRITO SANTO
(n=9)





Main findings and learnings

Shaping the future – Brazil Country Plan 2030

- Farmers who were directly impacted by extreme events were not able to reach the Living Income
- Crop diversification and incomes coming from other sources than coffee helped farmers to maintain the Living Income even in challenging situations
- The lack of labor force, geographic remoteness/isolation can also put farmers at risk
- Enabling environment is essential for farmers' resilience
- Future need: expand the study to other coffee and monitor the LI periodically





Member Engagement



Ongoing Key Refinements to Country Plans

Updates

- Integrate GCP Members' comments
- Revising Metrics & Financial Projections
- National & local stakeholder feedback & buy-in
- Strengthening Country Platform capacities





NEW: GCP Mentor Program for Country Platforms

Who:

Senior Executives of corporate GCP Members with 10y+ P&L experience

Why:

- Help shape sustainability efforts in coffee producing countries your company cares about
- Direct involvement in addressing sustainability risks through focused, entrepreneurial collective action
- Give back: Lend your rich expertise and experience to achieve collective impact
- Recognition for personal and corporate sustainability commitment: GCP Mentor Circle

Deadline to Apply: 24 March



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Program Manager Countries & Partnerships

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Learn more:





Global Coffee Platform
Member Assembly 2023

Championing Coffee **Sustainability**

27 June 2023
Bonn, Germany

- GCP Country Plans for Farmer Prosperity creating measurable impact
- Addressing sustainability business issues
- Join round table approach 'Towards Sustainable Sourcing'
- Reconnect, exchange and meet



Upcoming for GCP Members

TODAY
(GCP Members only)

Webinar: GCP Country Plans for Farmer Prosperity,
GCP Mentor Program

24. March
(GCP Members only)

Application deadline for GCP Mentor Program

End of March

GCP recognition: equivalent schemes announced

Mid April

Collective Reporting: Roasters & Retailers report Sustainable
Coffee Purchases 2022

April-May

Launch GCP Mentor Program

27 June
(GCP Members only)

In-person Member Assembly 2023 in Bonn, Germany
Kick-starting GCP 2.0 with leading GCP Members' philanthropic
co-investment: public announcement

End of August

Snapshot 2022 publication

End of October

GCP recognition: equivalent schemes announced



.....**THANK YOU!**.....