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”
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
  - Environment
  - Social
  - Governance
- 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

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

Country Plans for Farmer Prosperity

Multi-year Country Plans

Country Snapshots

Brazil
Honduras
Kenya
Uganda
Indonesia
Vietnam
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

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<th>Economic</th>
<th>Environmental</th>
<th>Social</th>
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<td>Optimum Yields / Productivity</td>
<td>Farmgate / FOB Price</td>
<td>Climate Resilience / Regenerative Ag / Agroforestry</td>
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<td>Market Access - MRLs</td>
<td>Human Rights e.g. OHS, social well-being</td>
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<td>Women / Youth / Marginalized Groups</td>
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- **Brazil**
- **Honduras**
- **Kenya**
- **Uganda**
- **Vietnam**
Overview of Country Plans’ Components
Building on the GCP Collective Action Initiative Model

Country Plan
Designed with business planning principles delivering impact on farmer prosperity and sustainability
Creating Impact
How Country Plans will scale up

**Phase 1 - Crawl**
- Proof of Concept
- 2023-2025
- 6 countries
- 121,600 farmers

**Phase 2 – Walk**
- Scale up
- 2026-2028
- 6 countries
- 372,600 farmers

**Phase 3 - Run**
- Scale up
- 2029-2030
- 6 countries
- 746,000 farmers

Transformational Change for 1 Million+ Coffee Farmers by 2030
GCP Collective Action Initiative
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

### 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

### 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
GCP Collective Action Initiative: Responsible Use of Agro-Inputs for Coffee in Vietnam

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
GCP Collective Action Initiative: Responsible Use of Agro-Inputs for Coffee in Vietnam

Outcomes

Geographical mapping of glyphosate residues over 0.1 mg/kg coffee green bean in the Central Highlands 2020-2022
GCP Collective Action Initiative
Social Well-Being in Brazil
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
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

Lauren Weiss
Program Manager Countries & Partnerships
weiss@globalcoffeeprogram.org
• GCP Country Plans for Farmer Prosperity creating measurable impact

• Addressing sustainability business issues

• Join round table approach ‘Towards Sustainable Sourcing’

• Reconnect, exchange and meet
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<td>TODAY</td>
<td>Webinar: GCP Country Plans for Farmer Prosperity, GCP Mentor Program</td>
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<td>24. March (GCP Members only)</td>
<td>Application deadline for GCP Mentor Program</td>
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<td>End of March</td>
<td>GCP recognition: equivalent schemes announced</td>
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<td>Mid April</td>
<td>Collective Reporting: Roasters &amp; Retailers report Sustainable Coffee Purchases 2022</td>
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<td>April-May</td>
<td>Launch GCP Mentor Program</td>
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<td>27 June (GCP Members only)</td>
<td><strong>In-person Member Assembly 2023 in Bonn, Germany</strong> Kick-starting GCP 2.0 with leading GCP Members’ philanthropic co-investment: public announcement</td>
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<td>End of August</td>
<td>Snapshot 2022 publication</td>
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<td>End of October</td>
<td>GCP recognition: equivalent schemes announced</td>
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THANK YOU!