

A man wearing a green cap and a light blue long-sleeved shirt is operating a red tractor in a lush green coffee field. The tractor is moving through rows of coffee plants. The background shows a dense forest of coffee trees under a clear sky.

# Cultivating Resilience for Coffee Together

**Introducing GCP RegenCoffee Guidance:  
A framework for regenerative agriculture  
in coffee production**

## Coffee under threat

**Farmers are on the frontlines** of climate and environmental change. The depletion of natural assets and the decline of soil health are threatening their livelihoods, reducing productivity, and undermining the resilience of the land they depend on.

For the coffee sector, global demand for coffee is projected to grow over the next two decades. Sustainable coffee supply growth through productivity increases is needed to meet this demand.<sup>1</sup>

Yet, coffee farmers, especially smallholders, are faced with persistent challenges – including lack of economic viability of farming, decreasing farm sizes, limited access to resources and markets, and lack of attractiveness for younger generations – now further exacerbated by **climate change**.

Price volatility and income losses are impacting not only millions of coffee farmers and communities, but also economies in the Global South that depend on coffee.

Unsustainable farming practices further erode soil and degrade water and ecosystems, while coffee-suitable land at higher altitude levels is covered by natural forest in several of the coffee-producing regions.<sup>2</sup>

According to the International Coffee Organization (ICO), concentration of coffee supply in fewer, more efficient origins is a progressing structural change.

**The long-term coffee production and supply resilience is at stake. The coffee industry must act now.**

## The opportunity: Regenerative Agriculture

Regenerative agriculture can make positive contributions to people and the planet by restoring ecosystem services and functions critical to coffee production. Importantly, regenerative agriculture is not a new concept.

Farmers around the world have long used sustainable practices and research<sup>3</sup> shows that coffee production with a focus on regenerative outcomes has the potential for positive contributions to soil restoration, water conservation, and enhancing biodiversity.

These practices also reduce greenhouse gas (GHG) emissions through carbon storage, and strengthening the resilience of farmer livelihoods.

While implementing some practices may incur significant upfront costs to finance the transition and may create uncertainty on production levels in the short run, long-term sustainability of the ecosystems is essential to safeguard productivity and profitability.

**Regenerative agriculture for coffee offers significant potential to improve the resilience of farming systems and protect coffee farmers from the impact of climate change by adopting farming practices that use natural resources sustainably**

This allows coffee farmers to:

- 1 achieve & maintain high coffee yields
- 2 optimize the use of inputs
- 3 improve ecological & socioeconomic performance of coffee farms

**It is key for coffee producers today to adapt practices that make their production systems more resilient**

<sup>1</sup> ICO (2024)

<sup>2</sup> Conservation International (2016)

<sup>3</sup> GCP RegenCoffee Guidance references: Wageningen University Ground Zero, Food and Land Use Coalition FOLU, and CIAT Guide

## Expected benefits of regenerative agriculture for the coffee sector

According to the recently published TechnoServe report, “Regenerative Coffee Investment Case”, the transition to regenerative coffee can benefit farmers, nature, industry, and governments.

The study finds that helping farmers adopt regenerative practices can boost the incomes of more than three million smallholders across nine key coffee-producing countries, while providing economic and nature benefits.

# \$4 billion

The amount required over a seven-year period to transition the coffee sector to regenerative practices.

The Regenerative Coffee Investment Case is positive and compelling: An investment of \$4 Billion over seven years across nine coffee-producing countries has the potential to generate an additional \$2.6 Billion of coffee exports per year, \$2.1 Billion higher farm incomes per year for over three million smallholders, and reduce greenhouse gas emissions by 3.5 Million MT CO<sub>2</sub>e per year – all while enhancing biodiversity and restoring nature.

Paul Stewart,  
Global Coffee Director  
TechnoServe

### ECONOMY

**30%**  
increase in coffee exports for 7 countries<sup>a</sup>

### PEOPLE

**62%**  
increase in income for 3.2 million farms<sup>b</sup>

### NATURE

**38%**  
decrease in coffee emissions<sup>c</sup> across 2.7 million coffee hectares

Key assumptions of TechnoServe’s study included stable prices, input costs, and exchange rates, as well as no inflation. The study’s projections are based on adequate adoption of recommended practices under these optimal conditions.

a. Excludes Brazil and Vietnam

b. Assumes 50% adoption of regenerative practices among the 6.5 million smallholder farms within selected origins and archetypes

c. Variance in GHG emissions for coffee produced on farms that adopt selected regenerative practices

**We need coffee rooted in resilience and grown for the future**

Find the full study online

[technoserve.org/regenerative-coffee-investment-case](https://technoserve.org/regenerative-coffee-investment-case)

# GCP RegenCoffee Guidance

## A pathway to farmer prosperity and resilience

GCP launched the RegenCoffee workstream together with members, partners, and experts from across the coffee value chain to accelerate the transition to regenerative agriculture in coffee.

It aims at advancing the sustainability of coffee production leading to regenerative outcomes and enhancing farmer and supply resilience, starting with global alignment on RegenCoffee (phase 1) and followed by phases of further global and local work.

### RegenCoffee Phase 1

#### GOAL:

Align the sector around a common language, objectives, principles and expected outcomes for regenerative agriculture in coffee production.

#### RESULT:

GCP RegenCoffee Guidance serves as a common language and foundational guide for the coffee sector.

#### DEFINITION

**RegenCoffee is a holistic, outcome-focused approach to sustainable coffee farming that emphasizes improving and restoring resources and services by nature (primarily soil, biodiversity and water) to achieve improved profitability and resilience of coffee farming systems with benefits for farmers and ecosystems, thus ensuring long-term coffee supply.**

**Coffee farmers are the key decision-makers**, selecting practices suited to their land, context, and needs – which vary significantly across coffee-producing countries and farming systems.

Farmers need targeted, longer-term support to mitigate risks and make the transitions financially viable.

To enable adoption of regenerative agriculture practices at scale, the coffee sector needs to organize transition financing and other support.

## A common language built on existing frameworks

The guidance offers a common language as a starting point for sector-wide collaboration needed for the transition to a regenerative coffee sector by:

- defining regenerative agriculture for coffee production
- establishing RegenCoffee's objectives, definition, principles, outcomes with standardized Key Performance Indicators and examples of farmer centric practices linked to the regenerative outcomes
- building upon the Coffee Sustainability Reference Code and GCP Brazil's regenerative coffee farming concept
- aligning with relevant existing frameworks, tools and initiatives including company programs.

RegenCoffee provides guidance, built on existing frameworks, for the coffee sector to:

- align pre-competitively for collective action and shared responsibility
- mitigate risks of greenwashing and prepare for future regulations
- align measurement and monitoring towards increased sustainable production and consumption of coffee.

**Without farmers at the center, regeneration cannot succeed**

Download the GCP RegenCoffee Guidance:

[www.globalcoffeeplatform.org/our-work/tools/regencoffee](http://www.globalcoffeeplatform.org/our-work/tools/regencoffee)



**Alignment is critical. Brazil and other origins present significant differences in landscape, climate, cultivars, and cultural practices – even within Brazil, production regions shape very distinct coffee profiles. A common understanding between national and global levels strengthens our work and helps to validate and communicate it effectively.**

Natalia Carr  
ESG Manager  
COOXUPÉ,  
Brazil

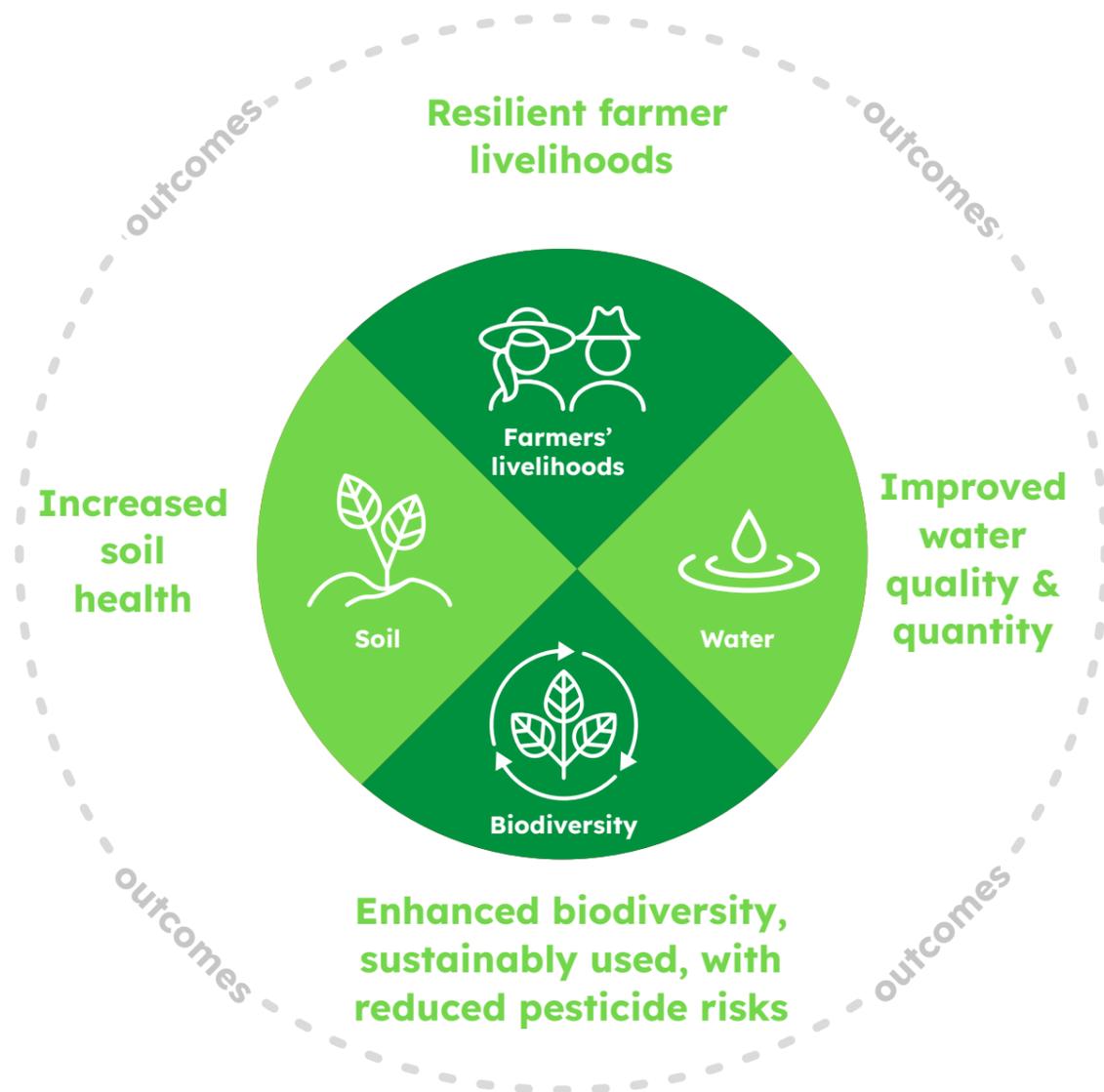
**If coffee is to have a future, we must give more than we take. We need to restore the health of the land that sustains us. Regenerative coffee is not a trend – it is a responsibility. Without healthy ecosystems, there is no future for coffee. Without responsible farming, no prosperity. Without action, no transformation. This is what the RegenCoffee Guidance is about: how we align as a sector to act and transform together – building resilience.**

Adriana Mejía Cuartas  
GCP Board Chair & 4th  
generation coffee grower,  
Colombia

## Four core impact areas of RegenCoffee

RegenCoffee takes a specific focus on the key **agricultural resources** – soil, water, and biodiversity – to enhance farmer livelihoods and increase productivity in the long-term, while building resilience against climate change risks and nature loss.

The four core impact areas include harmonized definitions of outcomes, KPIs and metrics, and exemplary practices.



Practices are not prescriptive or exhaustive but rather designed to guide users in adopting regenerative approaches in ways that fit their own local context. Importantly, the guidance is not a compliance checklist, certification, or standard.

## Let's regenerate coffee together

GCP invites coffee farmers, trade and industry, governments, civil society, academia, impact investors, development and financing sectors to use the RegenCoffee Guidance as a starting point for action.

**Read the guidance now, share with your networks, and get in touch!**

- 1 Work with GCP and Country Platforms to contextualize RegenCoffee locally.
- 2 Share your perspective and expertise in the 2026 review of the Coffee Sustainability Reference Code. Follow [GCP online](#) via our website, newsletter or social media, to receive the latest updates.
- 3 Partner with GCP and its members to drive collaboration, unlock financing, and scale RegenCoffee.



**Download the GCP RegenCoffee Guidance:**

[www.globalcoffeeplatform.org/our-work/tools/regencoffee](http://www.globalcoffeeplatform.org/our-work/tools/regencoffee)



**GCP thanks all members and partners who helped create the RegenCoffee Guidance and complete this critical first step of creating a common language that enables clarity and collaboration.**

**Join the collective action to transform the coffee sector – building resilience where it matters most.**

**GLOBAL COFFEE PLATFORM**  
Legal venue | Global Coffee Platform  
(Federal Reg. No. CH-660-2928006-4)  
Case postale 1270  
Rue Mina-Audemars 3  
1204 Genève, Switzerland

**GCP Secretariat**  
Charles de Gaulle Strasse 5  
53113 Bonn, Germany  
**PHONE** +49 (0) 228 850 50 0  
**EMAIL** info@globalcoffeeplatform.org

**in** @global-coffee-platform

**f** @GlobalCoffeePlatform

**@** @gcp\_coffee

© September 2025 by Global Coffee Platform

**The GCP  
RegenCoffee  
Guidance is  
available at:**

