

SYNOPSIS OF THE CONSULTATION PROCESS

March – April 2025

INTRODUCTION

The Global Coffee Platform (GCP) is leading a global effort to align the sector on regenerative agriculture in coffee production through a workstream called “RegenCoffee”.

The first phase of the workstream focuses on creating a common language for RegenCoffee at the global level, building on the Coffee Sustainability Reference Code. **The goal is to provide the global coffee sector with a foundational guide containing the definition, objectives, principles and expected outcomes of regenerative agriculture for coffee, to facilitate collective action and avoid greenwashing.**

GCP carried out Phase 1 through a highly consultative process that was guided by an Advisory Task Force (ATF) that included actors of all segments in the coffee value chain, and the GCP Technical Committee (TC). Fifty-five stakeholders provided feedback across two online surveys, that were available from 19 March to 15 April 2025, and more than 150 comments were received from eight different categories of stakeholders. GCP thanks all stakeholders for their participation in the consultation process.

This feedback informed the development of the finalized RegenCoffee Guidance that has been put forward for approval by GCP’s Board. This document summarizes the input received during the public consultation.

SUMMARY

- High interest in GCP’s RegenCoffee initiative, confirmed by the number of stakeholders participating in webinars and surveys and the quality of their input.
- Two GCP member webinars – total 94 participants
- Two invite only focus group discussions: one for researchers and one for impact investors – total 13 participants
- 51 responses to the main survey
- 23 responses to the technical indicator survey
- 150+ input comments across all channels – TC/ATF, webinars and surveys
- Main Themes:
 - Transition Costs
 - Missing Outcomes
 - Specific practices suggested

CONSULTATION PROCESS AND PARTICIPATION

The public consultation took place from 19 March to 15 April, 2025, with all relevant materials (including the consultation draft, both surveys, and an overview recording) easily accessible on the [GCP RegenCoffee webpage](#). To support stakeholder participation and explain the process for providing input, GCP hosted a series of four webinars. Stakeholders were able to provide feedback on the consultation draft via two surveys: The main survey (High level input) and the technical survey (Detailed input). These surveys consisted of a set of general questions for analysis and multiple-choice content questions, with overlap of participation across them (20%).

Survey Participants

Fifty-five stakeholders participated in the online surveys. A set of questions for analysis and 15 multiple choice content questions were included covering general and specific questions about the RegenCoffee Guidance. This first survey was completed by 50 individuals and one group (for a total of 51 responses). The additional technical survey on the indicators was completed by 22 individuals and one group (for a total of 23 responses).

The graphs below provide more information on the respondents. In total 23 countries were represented, and 58% of the respondents were GCP Members.

Graph 1: Respondent's Organizational Affiliation

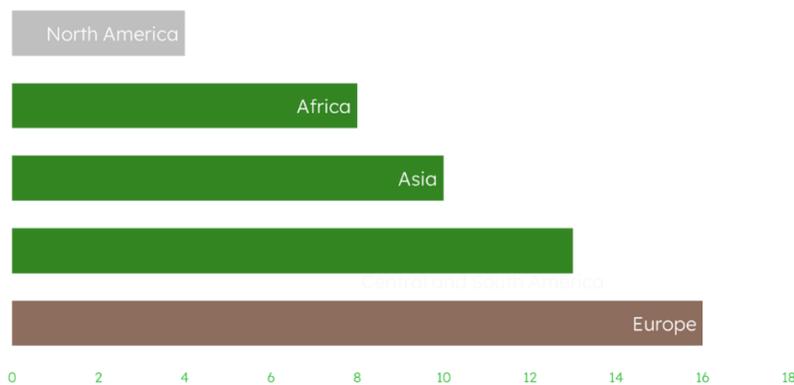
Distribution of survey participants by their role or the type of organization they represent



“Other Chain Member” stakeholders include investors and researchers

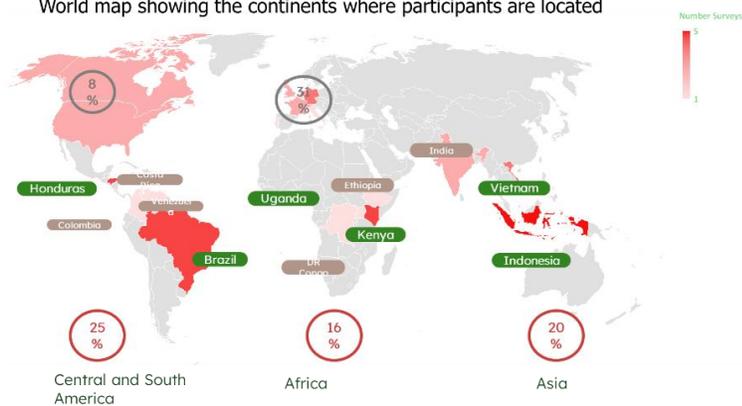
Graph 2: Geographic Distribution of Respondents

Continental distribution of survey respondents



Graph 3: Respondent Locations Worldwide

World map showing the continents where participants are located



Considers location of respondents and not the countries where their organizations/companies operate.

SURVEY RESULTS - OVERVIEW

The online surveys were designed to collect comprehensive feedback from stakeholders on the draft for the RegenCoffee Guidance. The first survey gathered input on the overall approach, scope, and methodology of the draft, including the definition of “farmer-centric” and whether the proposed core impact areas (soil, biodiversity, water, and resilient farmer livelihoods) were appropriate. Respondents evaluated key aspects of the RegenCoffee Guidance, such as the clarity of its objectives, the connection between practices and outcomes, and the appropriateness of its core principles.

The second, complementary survey focused specifically on outcome and practice-based indicators, including metrics related to soil health, biodiversity, water use, climate impacts, and farmer livelihoods. This included feedback on technical indicators and practical farm-level measures. Participants also assessed the clarity and completeness of terms and were invited to suggest missing indicators or definitions.

Both surveys had space for additional comments, which was frequently used to provide further elaboration and suggestions.

Responses in both surveys were rated on a scale from 1 to 5, where “1” indicated “Do Not Agree” and “5” indicated “Fully Agree.”

In summary:

- Overall endorsement of direction of consultation draft.
- Overall two-pronged approach to monitoring resonated with stakeholders.
- Overall agreement with indicators with a *few* exceptions.

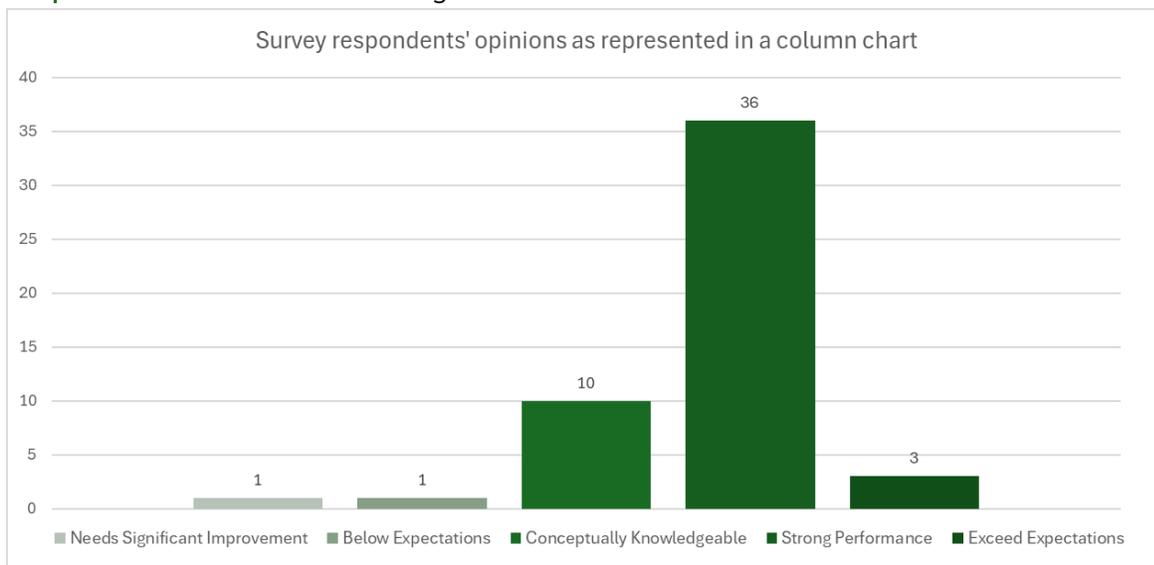
Table 1: Agreement with the proposal and objectives of RegenCoffee Guidance

Section	Score
Scope, Application and Methodology: 4,5 / 5,0	
RegenCoffee Framework* 4,3 / 5,0 *The Framework is a section within the broader Guidance	
Core Impact Areas 4,3 / 5,0	
What Counts? 4,2 / 5,0	
Soil Outcome Indicators 4,3 / 5,0	
Biodiversity Outcome Indicators 4,1 / 5,0	

Water Outcome Indicators 3,9 / 5,0	
Resilient Farmer Livelihoods Outcome Indicators 4,1 / 5,0	
Practice-Based Indicators 4,0 / 5,0	

General feedback on the consultation draft is summarized in the graphs below:

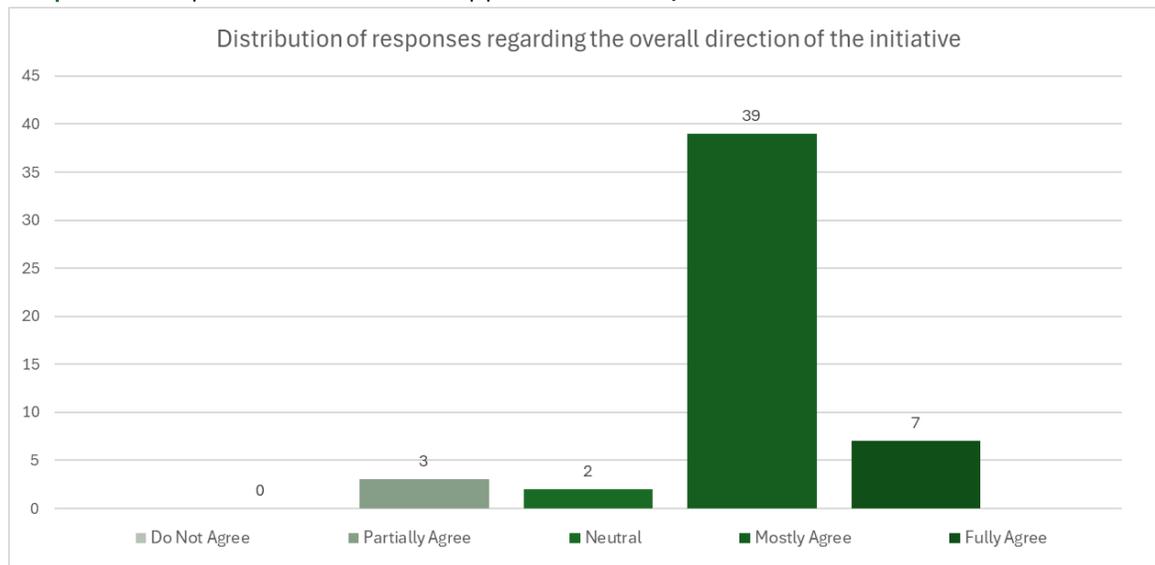
Graph 4: Feedback on the GCP RegenCoffee Consultation Draft



In summary:

- 72% of respondents think the approach shows strong performance.
- 20% see it as conceptually solid but with room for improvement.
- Only 4% think it falls below expectations or needs significant improvement.

Graph 5: Perceptions of the Overall Approach and Objectives



In summary:

- 83% of respondents mostly or fully agree with the overall direction of the initiative.
- 6% are neutral, showing limited indecision or uncertainty.
- 6% partially agree, and 0% disagreed outright – indicating very low opposition.

CONSULTATION RESULTS (PER TOPIC)

Document Scope

This section summarizes the key feedback themes and overall focus areas identified by participants during the consultation.

Topic	Score
General agreement (Rank 4.5, No “Do Not Agree”)	

Key themes of feedback included:

- Some participants indicated a need for clearer understanding of why social, environmental, and landscape-level aspects were not included in the current Guidance, as they considered these elements to be relevant at the farm level as well.
- Feedback highlighted the need for clearer, more accessible content, language availability, alignment with standards, and robust monitoring systems.

Topic	Score
General agreement with “Farmer-centric” as core principle (Rank 4.2, No “Do Not Agree”)	

Key themes of feedback included:

- Respondents emphasized defining “farmer-centric” in practice, ensuring farmer involvement, support, and recognition of diverse contexts.
- Some requests were made to link farmer-centricity to economic viability by framing transition costs as necessary investments, highlighting strategies to manage these costs, and demonstrating their long-term benefits for farmers and the sustainability of their operations.

RegenCoffee Framework

This section presents feedback on the framework’s terminology, climate-related elements, and key regenerative practices relevant to coffee farming. The RegenCoffee Framework is a section within the broader Guidance.

Topic	Score
General agreement with the framework (Rank 4.3, No “Do Not Agree”)	
General agreement with the RegenCoffee initial definition (Rank 4.3, No “Do Not Agree”)	

Key themes of feedback included:

- Most participants found the terms clear, though some requested clarification on specific concepts—particularly regarding the definition and consistent use of terms such as ‘regenerative,’ and its specific application to coffee farming.
- Some respondents recommended incorporating climate change mitigation and adaptation, including GHG reduction, carbon footprint, and shade-grown tree benefits.
- Additional recommendations included recognizing coffee crop resilience as a distinct impact area, highlighting practices like stumping, and emphasizing deforestation prevention.

Core Impact Areas

This section addresses the preferred impact measurement approach, practical challenges, and the need to balance social, economic, and environmental priorities.

Topic	Score
General agreement on Principles and Outcomes (Rank 4.3, One “Do Not Agree”)	
General agreement with the two-pronged approach to monitoring (Rank 4.3, No “Do Not Agree”)	

Key themes of feedback included:

- There was strong support for a two-pronged monitoring approach, combining outcomes and practices-based indicators, but with a need to simplify the Guidance’s theory sections and provide practical guidance.
- Challenges in measuring outcomes at the farm level were highlighted, prompting a call to focus on measuring practices first while building capacity.
- Stakeholders want more emphasis on social and economic issues, including living income, worker conditions, farmer finance, and safeguards against greenwashing.

What Counts?

Feedback emphasizes the importance of clear, practical, and context-specific practices aligned with existing standards and verification requirements.

Topic	Score
General agreement on the “What Counts?” approach (Rank 4.2, No “Do Not Agree”)	

Key themes of feedback included:

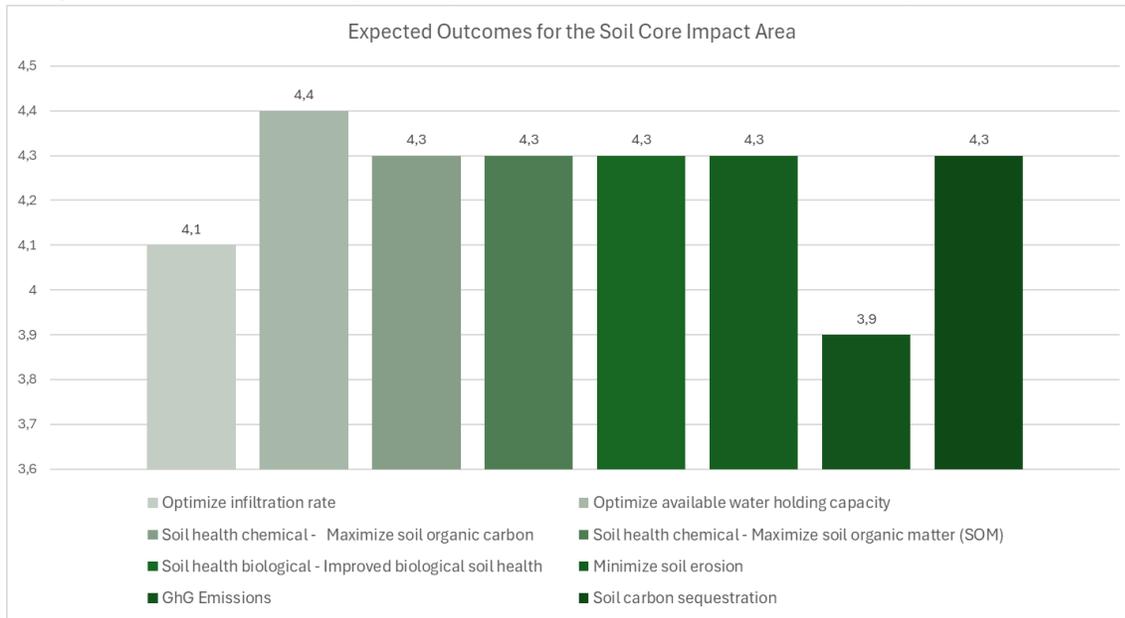
- A request to improve the focus on practical, context-adapted practices with measurable impacts, avoiding overly complex concepts.
- Participants asked to more clearly show the alignment with existing standards and market incentives, while ensuring clarity on GCP’s role and third-party verification requirements.
- Stakeholders encouraged a broader and systemic perspective by supporting inclusive, landscape-level approaches, with standardized KPIs, participatory governance, and financial support for farmers.

Outcome Indicators

Suggestions to clarify, expand, and improve outcome indicators are discussed in this section. Survey respondents were generally in agreement with the outcome indicators.

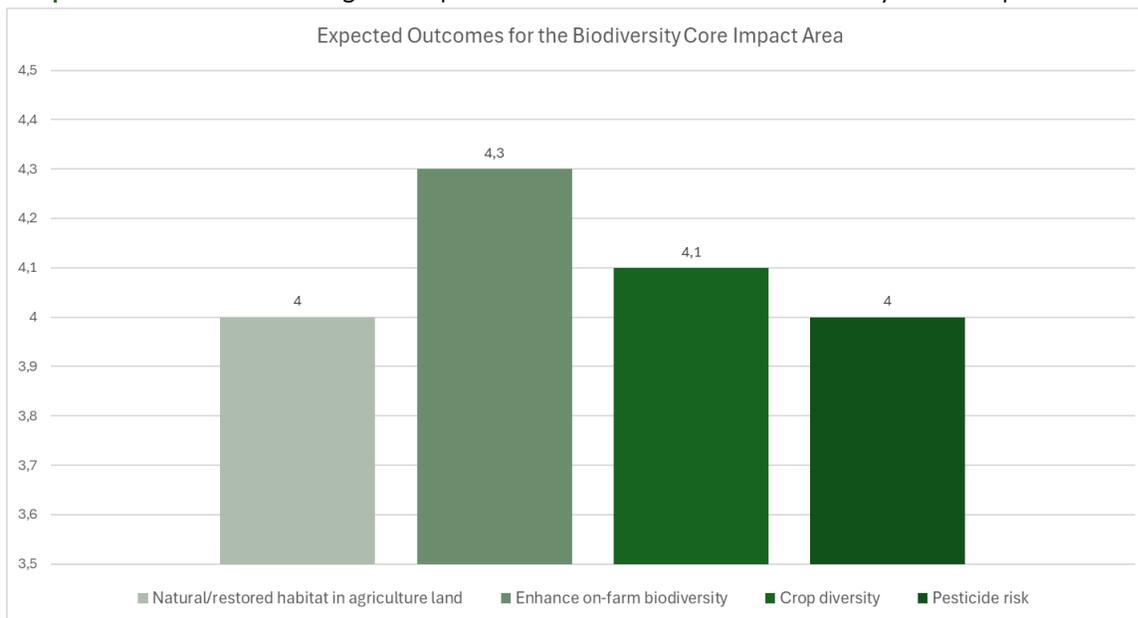
Topic	Score
General agreement on the outcome indicators for Core Impact Area: Soil (Rank 4.3)	

Graph 6: Stakeholder Ratings of Expected Outcomes in the Soil Core Impact Area



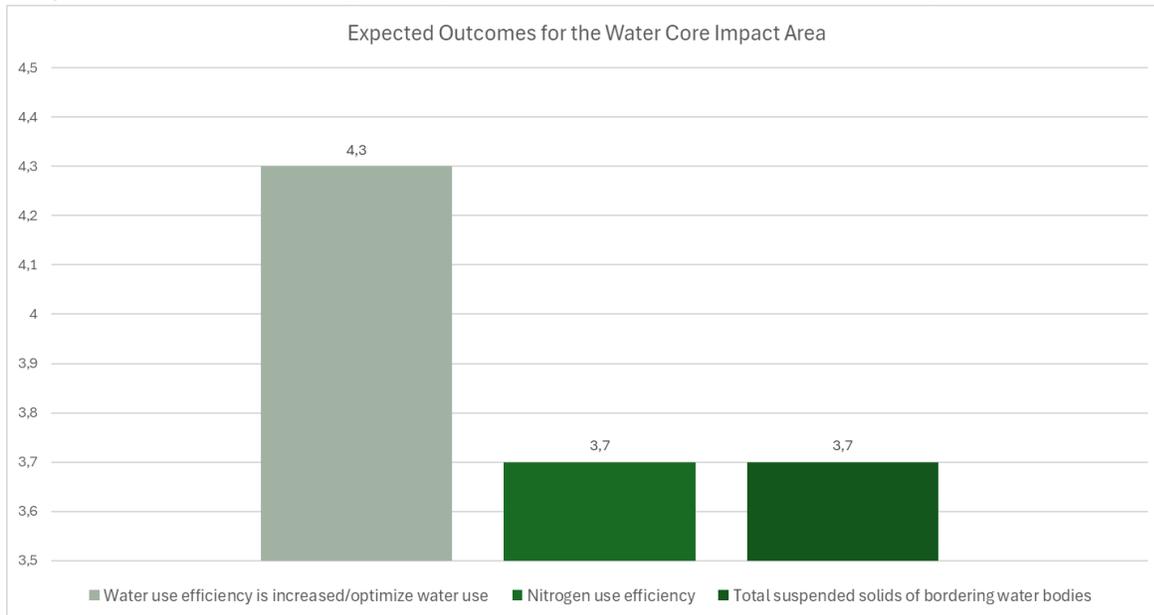
Topic	Score
General agreement on the outcome indicators for Core Impact Area: Biodiversity (Rank 4.1)	

Graph 7: Stakeholder Ratings of Expected Outcomes in the Biodiversity Core Impact Area



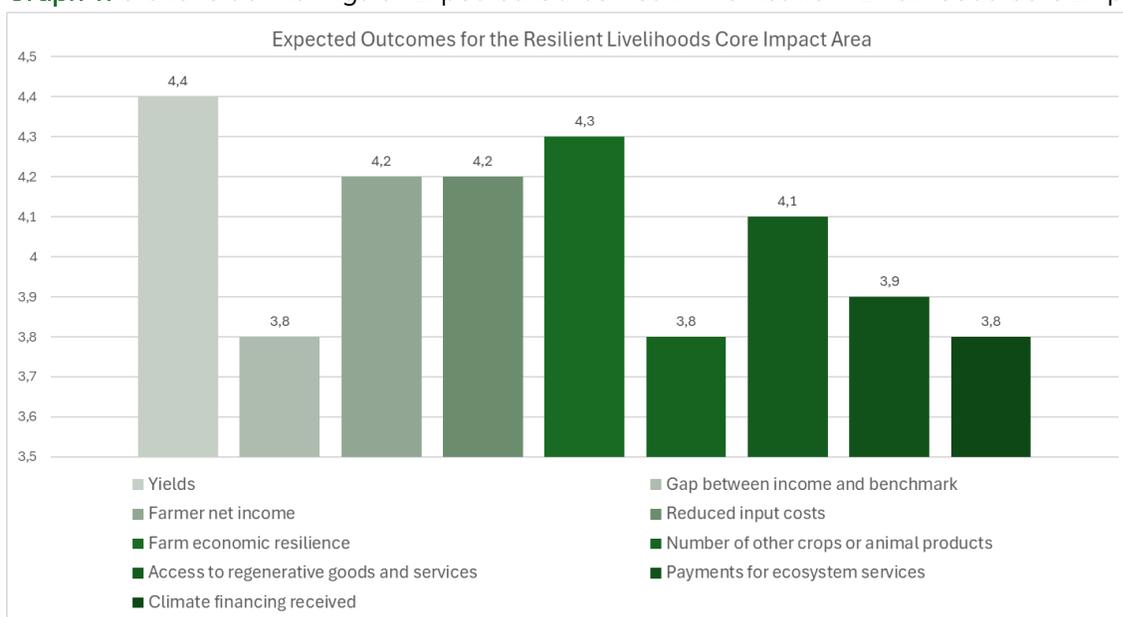
Topic	Score
Slightly less agreement than other topics for the outcome indicators for Core Impact Area: Water (Rank 3.9)	

Graph 8: Stakeholder Ratings of Expected Outcomes in the Water Core Impact Area



Topic	Score
General agreement on the outcome indicators for Core Impact Area: Resilient Livelihoods (Rank 4.1)	

Graph 9: Stakeholder Ratings of Expected Outcomes in the Resilient Livelihoods Core Impact Area



Key themes of feedback included:

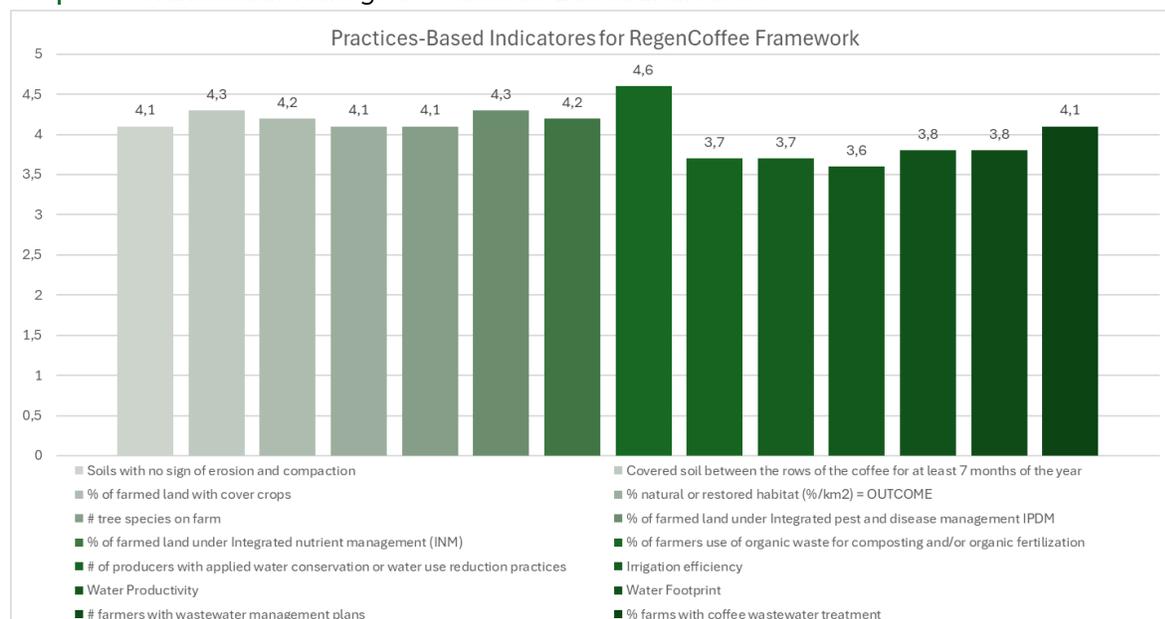
- Participants provided suggestions to improve and clarify indicators, including soil health, biodiversity, pesticide exposure, and livelihoods, particularly with clearer definitions for the KPIs.
- Respondents asked to broaden the core impact areas by identifying and incorporating missing outcomes, particularly related to social dimensions like women’s empowerment, youth employment, and community-level biodiversity metrics.
- There were also requests to address feasibility concerns by explaining complex indicators and focusing KPIs on the effects of regenerative practices.

Practice-Based Indicators

This section focuses on refining practice-based measures with clear guidance, aligned methods, and inclusion of additional topics and specific practices.

Topic	Score
General agreement on the practiced-based indicators (Rank 4.0)	

Graph 10: Stakeholder Ratings of Practices-Based Indicators.



Key themes of feedback included:

- There were requests to improve water and soil practices with clear guidance on composting, nutrient use, wastewater treatment, and water-saving measures. Specific practices were suggested.
- Stakeholders asked to clarify measurement methods by defining roles, units, and aligning with outcome KPIs and SDGs.
- Respondent also suggested to include missing topics like waste management, reduced chemical inputs, premium payments, and other social indicators.

- Following the consultation process, GCP reflected on the value of creating an inventory of practices; not as a mandatory set, but as a shared reference to support standardized measurement, learning, and alignment across the sector.

Conclusion

GCP received many concrete suggestions to add practices, clarify specific points, and strengthen various aspects of the Guidance. All inputs were carefully considered. The majority of the comments were either integrated into the updated document, addressed through the FAQs, or noted for consideration in future phases (Phases 2–4). Some feedback was not actioned, either because it fell outside the scope of the current phase or did not align with the overall objectives of the document.

In addition, new connections were established with other sectors and initiatives working on regenerative agriculture, paving the way for further collaboration and mutual learning—an outcome actively supported and initiated by GCP through the public consultation process.

Following this phase, the updated draft was reviewed again by the Technical Committee (TC) and the Advisory Task Force (ATF) to ensure accuracy and alignment. After their feedback, the final version of the Guidance be presented to the GCP Board for approval and subsequent sharing with stakeholders.