

GLOBAL COFFEE PLATFORM

for a sustainable coffee world



BRAZIL COFFEE SUSTAINABILITY PLATFORM



The Brazil Coffee Sustainability Platform, active in Brazil since 2012, promotes sustainable practices in coffee with the objective of generating income for growers with social and environmental responsibility.

The Global Coffee Platform is an international association that gathers more than 150 members in all segments of the coffee supply chain: production, trade, industry and civil society. GCP has programs in nine coffee producing countries (Brazil, Vietnam, Indonesia, Colombia, Uganda, Kenya, Tanzania, Honduras and Peru) that currently represent more than 70% of the world production. The Brazil Platform is the most consolidated, advanced and active one.



WHY IS BRAZIL PLATFORM NECESSARY?



The coffee sector has already been working towards the implementation of sustainable practices in a pioneer way in relation to other cultures. Several initiatives by different actors in the chain have contributed to this.

Nonetheless, these separate efforts have not been enough to solve all sustainability challenges that the sector has been facing such as climate change, environmental protection, provision of good working conditions and retaining the new generations in the productive sector.

In that sense, the need for alignment and collective action was identified in order to integrate all stakeholders with the understanding that sustainability is a shared responsibility that needs to be addressed first at the base of the supply chain, i.e., at the grower level.

The Brazil Coffee Sustainability Platform gains importance in this context, with the mission of improving income, quality of life, preservation of ecosystems and the resilience of coffee growing communities and of the sector as a whole.

These challenges are today greater for small and medium-size growers, who have less access to information and services.

COFFEE SUSTAINABILITY CURRICULUM (CSC)



The main instrument developed by the Brazil Platform is the Coffee Sustainability Curriculum (CSC) that aggregates 122 practices divided into priority, recommended and forbidden. The CSC was the result of a broad collaborative process with the main actors involved in technical assistance to coffee growers – government, private initiative and civil society – and was officially launched in March 2015 and promoted through extension services, cooperatives, exporters and educational centers in the main coffee producing states of Brazil (Minas Gerais, Espírito Santo, São Paulo, Rondônia, Paraná and Bahia).



CSC: a guide that details “what” should be done to achieve sustainability in coffee production.

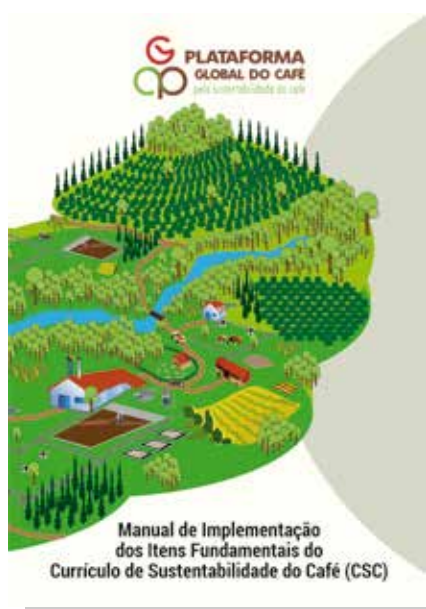


CSC’s Implementation Guide: details “how” to implement CSC practices. Material for technicians.

122 sustainable practices



Series of 12 videos to train technicians and growers, distributed in training workshops and events.



A collaborative process with 24 entities was organized in 2016 to select CSC’s **18 Fundamental Items**, that have since been the focus of the program’s actions. These items, that are fully aligned with the UN’s Sustainable Development Goals (SDGs) and have their own Manual of Implementation shown on the left-hand side, are described in the two following pages.

35 Sustainability Indicators based on the CSC’s 18 Fundamental Items were agreed upon and validated in October 2017. Each one is measured in a specific manner and they have been included in the CSC App (Coffee Sustainability Curriculum App) as tools to evaluate and monitor sustainable practices.

The several entities listed at the bottom of the following two pages work aligned and focused on the same items, concentrating efforts and creating synergies to make Brazilian coffee production more sustainable.

Coffee Sustainability Curriculum (CSC)

Sustainability: grower is the greatest beneficiary.



Rational and technical use of water and irrigation.



Ensure good living conditions and potable water for workers and employees.



Septic tanks: treat sewage before it reaches nature.



Harvest coffee when it is ripe to improve quality.



Always use Individual Protection Equipment (IPE).



Soil and leaf analyses for correction and fertilization.



Soil without erosion, well maintained roads and water retention.



Apply Integrated Pest Management and prioritize physical and mechanical methods.



Participate in training and capacity building events for all functions/jobs.



Proper storage of agrochemicals, adequate preparation of products and use of Individual Protection Equipment.

National Coordination



peamarketing@peamarketing.com.br
www.peamarketing.com.br

Partners



Conselho Nacional do Café



DANIDA



Federal Department of Economic Affairs, Education and Research (SED)
State Secretariat for Economic Affairs (SECO)





Weed management:
keep soil covered
and "alive".

Productivity is
fundamental
to obtain profits.

en it
quality.

Conservation of
natural vegetation
and water springs.

Do not burn
garbage and
recycle whatever
is possible.

Checkups with health
care providers.

Involve youngsters and
women and facilitate
family succession.

Compliance with
labor laws.

Control production costs,
record information and
promote traceability.

Use only registered
agrochemicals, follow
application instructions and
dispose packages correctly.

Produce in
adequate place
and to clean
n Equipment.

ACTIONS, PROJECTS AND ACHIEVEMENTS



TRAINING OF TECHNICIANS IN THE COFFEE SUSTAINABILITY CURRICULUM (CSC)

16-hour intensive training (2 days) on CSC focusing on the 18 Fundamental Items in order to demystify sustainability. More than 1,800 trainers from 80 partner institutions have been trained with the potential to reach 80,000 to 100,000 small and medium-sized growers in the medium run.

Potential
to reach
80,000 to 100,000
small and
medium-sized
growers

1,800
trainers from
80 institutions
trained

18
Fundamental
Items

35
Sustainability
Indicators

ADVANCED TRAINING

Advanced Training includes a practical day in the field besides a day in the classroom. It is necessary to have concluded CSC's train-of-trainers to participate. This is a great incentive for technicians and agronomists to exchange experiences. There is a practical evaluation of CSC's 18 Fundamental Items on the field followed by a general discussion about the evaluation.

INFORMED COFFEE GROWER PROGRAM (DIGITAL AND SUSTAINABLE)

A partnership with CeCafé with courses held in digital rooms, it consists of 14 two-hour-long classes alternating between computer and sustainability lessons. 2,800 growers were trained in the main coffee producing regions of Brazil with plans to reach 3,500 growers until the end of 2018.

CSC DISSEMINATION

Presentations for several audiences – institutions, members and partners – and participation in coffee events in all Brazilian producing regions. More than 80 presentations made to 20,000 coffee growers and 2,400 opinion makers.

COLLECTIVE TECHNICAL ASSISTANCE

Dissemination of the Collective Technical Assistance Model in partnership with the Hanns R. Neumann Stiftung do Brasil: 1 technician assists up to 250 growers using a collective approach that has higher efficiency and brings cost reduction. This breaks the Brazilian paradigm of individual technical assistance.

**TRADITIONAL
MODEL**

**105 FAMILIES/TECHNICIAN
3 VISITS/FAMILY/YEAR**



**COLLECTIVE
TECHNICAL
ASSISTANCE MODEL**

**210 FAMILIES/TECHNICIAN
11 VISITS/FAMILY/YEAR**



OTHER INITIATIVES

The Sustainability Catalogue was launched in Belo Horizonte, Minas Gerais, during the International Coffee Week 2017. It describes the main sustainability initiatives conducted by GCP Brazil members and partners. Its main goals are:

- ✓ Aligning initiatives
- ✓ Avoiding the duplication of efforts
- ✓ Increasing partnerships
- ✓ Inspiring new actions
- ✓ Encouraging continuous improvement



COOPERATION LETTERS SIGNED WITH:

- ✓ 5 main Brazilian coffee extension services
- ✓ CeCafé – Brazilian Coffee Exporters' Association
- ✓ ABIC – Brazilian Coffee Roasters' Association



INSERTION OF SUSTAINABILITY IN COFFEE QUALITY CONTESTS

- ✓ Rondônia
- ✓ Minas Gerais
- ✓ ABIC
- ✓ Paraná

PROGRAM GOVERNANCE



The Platform acts in each country by means of a secretariat that offers support to the national members and manages the relationship with the country's stakeholders organized in what is called the National Platform. The Platform's financial resources come from contributions from national and international members among which are governments, industry, trade, growers' organizations and civil society.

The Brazil Coffee Sustainability Platform is composed of:

- ✓ National Advisory Board (NAB), the political instance that defines policies, establishes strategies and validates actions, and
- ✓ Brazil Working Group (BWG), the technical instance that suggests actions and structures activities.

The secretariat and the coordination of actions are carried out by P&A, a company specialized in strategical solutions in the agribusiness headquartered in the coffee area of São Paulo state.

BRAZILIAN NATIONAL PLATFORM



NATIONAL ADVISORY BOARD

COMPANIES:



SUPPLY CHAIN INSTITUTIONS:

GROWERS:



MINISTRY OF AGRICULTURE:



ROASTERS:



EXPORTERS:



SOLUBLE:



NAB

BRAZIL WORKING GROUP

STATE EXTENSION SERVICES:



FEDERAL AGENCIES:



COMPANIES:



SUSTAINABILITY STANDARDS:



SUPPLY CHAIN INSTITUTIONS:



MEMBER REPRESENTATIVES:



BWG

SECRETARIAT: P&A



INTERNAL MANAGEMENT SYSTEM (IMS) FOR SUSTAINABILITY

The IMS is a tool that aims at offering a management structure that allows an institution (cooperative, trader or extension service) to organize its sustainability department and promotes continuous improvement among members of a group of growers. This tool is a great ally for monitoring the implementation of the CSC practices and its Fundamental Items and Sustainability Indicators.

GCP APP TO MONITOR CSC PRACTICES

IT IS NOT ENOUGH TO IMPROVE. DATA ARE NEEDED TO MEASURE, COMPARE AND SHOW IT

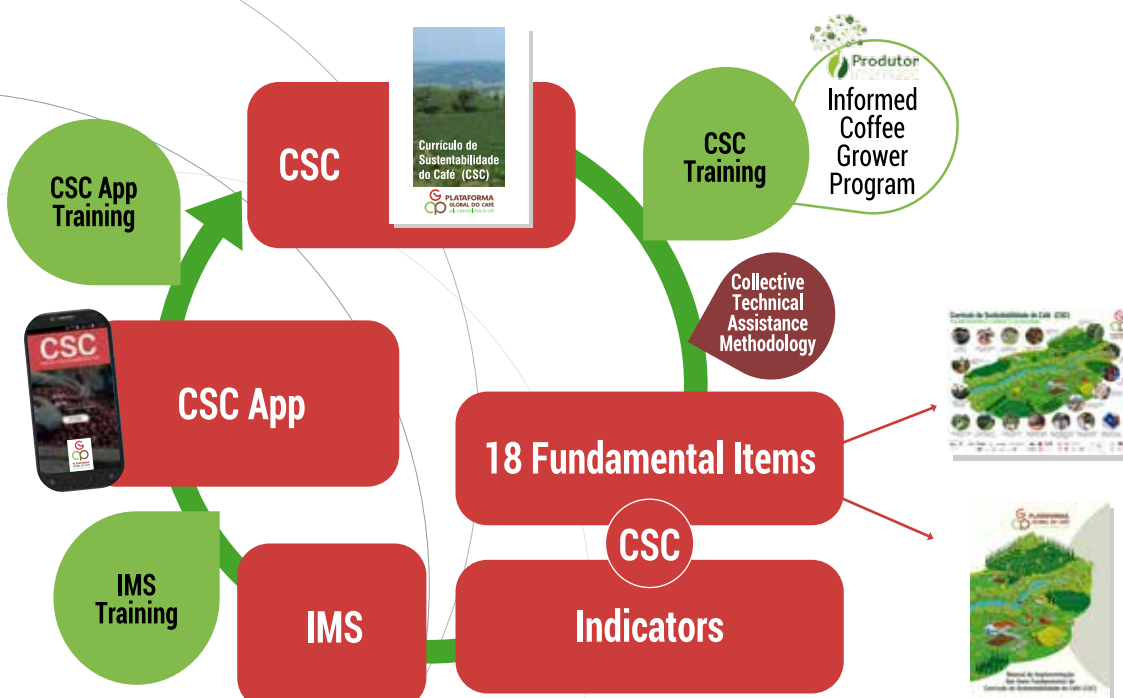
Launched in October 2017, the Coffee Sustainability Curriculum App – CSC App – is another management tool developed by the Brazil Platform and allows to:

- ✓ Evaluate and validate continuous improvement of a coffee farm
- ✓ Evaluate the implementation of the CSC practices and Sustainability Indicators
- ✓ Improve profitability, standards of living, production stability and sustainability (long-term view)
- ✓ Access information to direct resources with accuracy
- ✓ Decrease production impacts
- ✓ Generate 25 status and evolution reports; comparison among different coffee regions
- ✓ Ability to include off-line data



Simple and user-friendly, the CSC App is available for use in laptops (Windows), tablets or smartphones (Android and iOS).

The alignment of what to measure (Sustainability Indicators), how to measure (CSC App) and what to do with the collected data (Internal Management System for Sustainability) creates the environment for change and continuous improvement in coffee institutions (cooperatives, traders and extension services) and the whole coffee sector.





MEMBER INITIATIVES

The Brazil Platform benefits from a wide network to create and coordinate Member Initiatives (MIs). MIs are projects supporting its members and partners at the development of collective and co-financed initiatives, promoting collaboration and multiplying efforts. Member Initiatives (MIs) in progress are:

- ✔ **Weed Management in Espírito Santo** - promotes soil coverage with weed management in the state by training 600 small Conilon coffee farmers on the Informed Coffee Grower Program, field days and presentations for practice dissemination.

Partners: Cecafé, Cetcaf, ECOM, Incaper-ES e Nestlé.

- ✔ **Responsible Use of Agrochemicals** - increases the proper use of Individual Protection Equipment by training 360 small coffee farmers (year 1) on application and adequate storage of agrochemicals, reaching others on year 2 to 5. Focus areas: Brazilian Arabica and Conilon (Robusta) coffee areas in Minas Gerais, São Paulo, Espírito Santo, Paraná and Rondônia.

Partners: Basf, Cecafé, ECOM, JDE, Keurig, Olam, Senar, SINDIVEG e Syngenta.

Other Member Initiatives at initial development stage are:

- ✔ Validation of climate resilience practices
- ✔ Sustainable coffee in Rondonia
- ✔ Leaf miner and Integrated Pest Management
- ✔ Waters of the Cerrado Consortium

SUSTAINABLE COFFEE REGIONS

- ✔ Use CSC, Sustainability Indicators, CSC App and IMS as main tools
- ✔ Engage extension services, cooperatives, associations and traders
- ✔ Description of the coffee areas and continuous improvement

IMPROVING THE MAIN ACTIONS

- ✔ Consolidation of the National Platform
- ✔ Measure, compare and advance on the implementation of the CSC (Fundamental Items) using the CSC App and IMS for sustainability as main tools
- ✔ Training of trainers and small growers
- ✔ Improvement of technical assistance services

Focus on small and mid-sized growers

Alignment with the 2020/2030 Vision

ADDITIONAL GOALS

- ✔ Economic viability of farming
- ✔ Climate smart agriculture
- ✔ Greater involvement of women and youngsters

Bring together actions that used to run separately before the Platform.

Coordination of Brazil Program



GCP MEMBERS INVOLVED IN BRAZIL PLATFORM



INDIVIDUAL MEMBERS:

CESAR CANDIANO

TRIESTE AGRI CONSULT

VICTOR BRITO

