

Coffee Sustainability Catalogue 2016

A collective review of work being done to make coffee sustainable

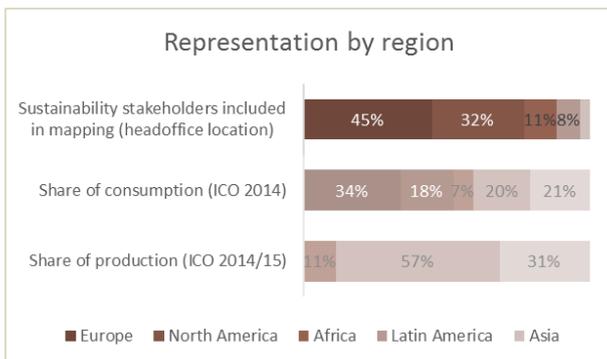
Factsheet

Introduction

The coffee sector has invested heavily in sustainability for decades, recognizing that we must ensure our ability to meet rising demand for coffee while also increasing the prosperity and well-being of producers and conserving nature. In 2014, leaders in the sector came together to develop a vision for coffee sustainability that resulted in Vision 2020: a call for improved alignment within the sector on our sustainability efforts.

We are grateful for the collaboration and participation of over 80 respondents in this first-of-its-kind catalogue of efforts underway. We hope that this study sheds more light on the tremendous efforts already underway to advance sustainability in the coffee sector and catalyses the additional collaboration and investment necessary to achieve our shared sustainability objectives.

WHO: the actors in coffee sustainability

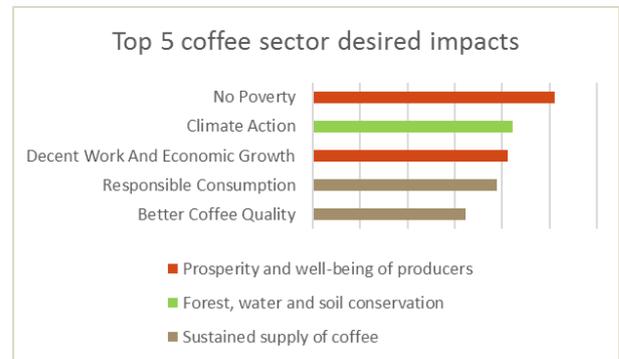


The mapping shows a good mix of value chain actors and partners, but low representation of government and specific stakeholder groups: producers, specific large consuming countries in Asia and Europe (Italy, France and Eastern Europe), smaller roasters and retailers, service providers in inputs and finance.

WHY: what we aim to achieve

Objectives are naturally aligned with UN Global Goals (Sustainable Development Goals).

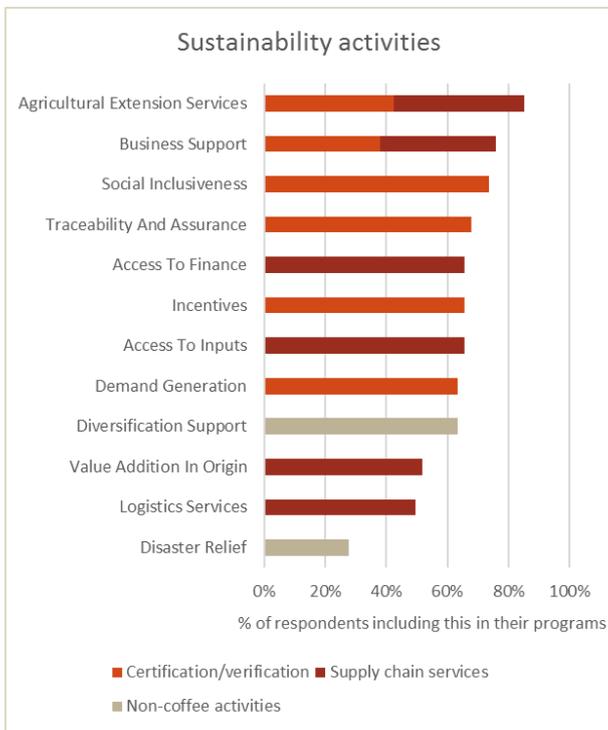
Social and economic impact together with climate action are pursued by most respondents. Priorities vary between individual respondents and any shared vision needs to allow for different practical definitions to meet the various aims of actors involved.



WHAT: our activities

The coffee value chain has largely integrated farmer outreach in business as usual.

Certification is the common business model, including consumer awareness, social inclusiveness, traceability and assurance and incentives. Farmer outreach and business support are means to implement certification but are also implemented without assurance.

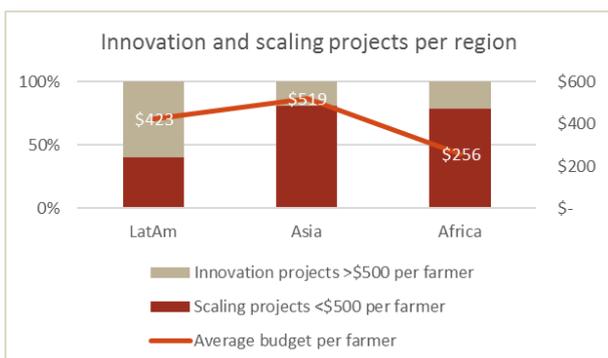
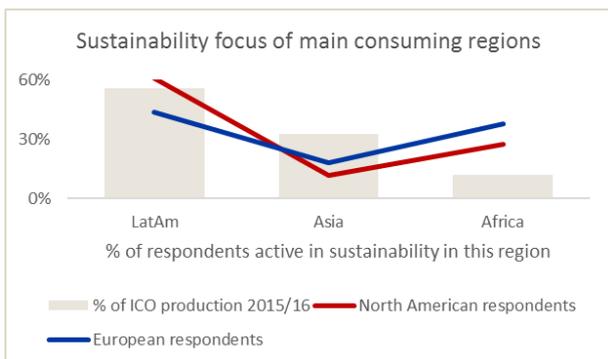


Fewer programs have activities outside the coffee value chain. Respondents agree that a sustainable smallholder farm is diversified, sufficiently large and inclusive, but this is not widely included in programs.

WHERE: geographical focus

Strong regional sustainability relations between North and Latin America, and between Europe, Africa and Asia building on current supply and demand.

Focus countries for sustainability are prioritized because of quality, potential productivity and supply risks.



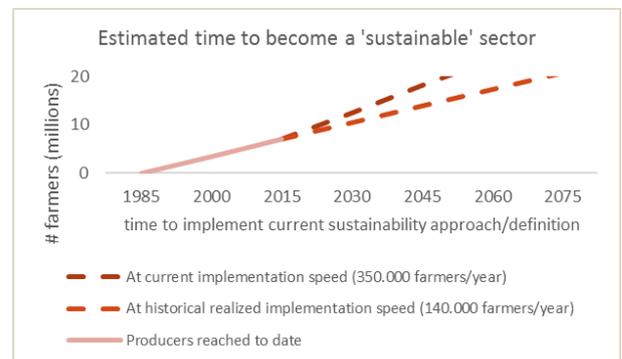
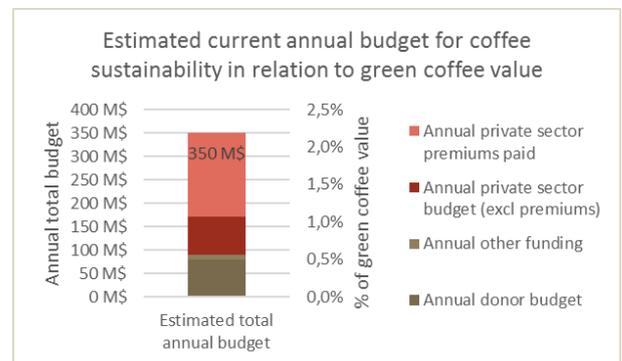
Innovation budget is mainly focused on Latin America. Budget per farmer in Africa is low, partly attributed to economies of scale, and low volume per farmer resulting in high cost per MT puts pressure on cost.

The Tanzania case illustrates how there is a risk of overlap and need for data especially in East Africa.

HOW: collaboration for strategy, funding and measurement

Collectively, the sector has a lot of experience in sustainability programs. Existing platforms have trust of members and overlap is less than perceived.

Annual available budget is 350M\$ (2% of green coffee value), in a sector with low margins. Respondents recommend joint investments and alternative financing sources.



At current implementation speed we need until 2045 to complete outreach. Required budget to completion (based on current practices) would be 4,1 bln\$.

This can be adjusted up or down based on increased efficiency, new challenges, new definitions of sustainability and/or new findings about the size of the producer population. Impact measurement is not yet embedded in sustainability work, because of cost and effort.

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Refer to the full report and appendices.