AFCA Sustainability Forum 2015

Importance of national platforms

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Bringing sustainable coffee production and sourcing practices to scale to meet increasing demand, while improving farmer livelihoods and sustaining natural resources.
SCP focus countries

<table>
<thead>
<tr>
<th>Total exports Bags, MM</th>
<th>‘Sustainable’ sales as share of total exports</th>
<th>Total coffee production Bags (60-kg), millions</th>
<th>Coffee farmers (estimate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>88%</td>
<td>Brazil</td>
<td>50,5</td>
</tr>
<tr>
<td>24</td>
<td>91%</td>
<td>Vietnam</td>
<td>20,4</td>
</tr>
<tr>
<td>10</td>
<td>86%</td>
<td>Colombia</td>
<td>10,9</td>
</tr>
<tr>
<td>6</td>
<td>93%</td>
<td>Indonesia</td>
<td>9,5</td>
</tr>
<tr>
<td>3</td>
<td>97%</td>
<td>Ethiopia</td>
<td>5,9</td>
</tr>
<tr>
<td>3</td>
<td>98%</td>
<td>Uganda</td>
<td>3,2</td>
</tr>
</tbody>
</table>

- Conventional exports
- ‘Sustainable’ sales

Global Average 12,5% ‘Sustainable’ sales
Better cooperation is vital for scale
The SCP pre-competitive approach

- Business case for sustainability
  - Understanding
  - Pre-competitive
  - Competitive

- SCP national approach

- Field level interventions
National Platforms
Generating systemic change beyond private sector engagement

- Better coordination in the sector
- Improved government policy with input from private sector
- International credibility and potential funding channel for local sustainability initiatives
National Sustainability Curriculum
Standardizing a producing country’s approach towards tackling key sustainability issues
Progress update: Vietnam

Vietnam Coffee Coordination Board established as a government-lead public / private dialogue platform

National Sustainability Curriculum developed together and endorsed by the public and private sectors with Vietnam research institutions (WASI) playing a leading role

National Sustainability Curriculum to be rolled out by both public and private extension services to train farmers to address key sustainability issues
Progress update: Brazil

National Advisory Board kicked off consisting of senior management of roaster companies, national associations and government

Coffee Sustainability Curriculum developed with state extension services, private sector and Brazilian research institutions

Coffee Sustainability Curriculum planned roll out with state extension services
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