Techniques to reach more growers with fewer extensionists

Sustainability Bottlenecks
Identify coffee chain obstacles to sustainability

Endosulfan Project
Seek alternatives to control berry borer

Alignment of extension services for sustainability
Spell out sustainable practices they already use and recommend

Coffee Sustainability Curriculum
Curriculum that paves the way for sustainable production

Task Force 4C and CeCafé
Align concepts and objectives

Climate change
Gathering and sharing research and cases on climate change

Guidelines to access earmarked funds
Facilitate access to financing to become sustainable

Disseminating sustainable practices and SCP initiatives
Pilot and actual training + scaling up materials

Benchmarking of Certifica Minas Café - 4C standard
International recognition for local sustainability standard

Collective Technical Assistance Model
Techniques to reach more growers with fewer extensionists

Gathering and sharing research and cases on climate change

Field Level Project
2015

DEVELOPMENT

Brazil Institutional Engagement

2016 2017 2018 2019 2020

SCALE UP AND ADAPT / REDESIGN *

National Platform

Roll out of CSC / CSC Bottlenecks

Train the Trainers in the CSC

Train technicians and small growers

Disseminating sustainable practices and SCP initiatives

Effective extension service delivery

- Empower women and youth
- Climate smart agriculture
- Access to finance

Benchmarking of Certifica Minas Café - 4C standard

Collective Technical Assistance Model

Field Level Project

GCP COUNTRY PLAN 2017: BRAZIL - OCTOBER 2016
### BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY

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<tr>
<th><strong>KEY ACTIVITIES</strong></th>
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**FOCUS AREAS**

- **National Platform**
- **National Sustainability Curriculum**
- **VISION2020 Workstreams**
- **VISION2020 SDGs**

**Gender and Youth**
- Decent work, Gender equality

**Climate Smart Agriculture**
- Clean water & sanitation

**Economic viability of farming**
- Responsible production, Decent work, No poverty

**VISION2020 SDGs**

GCP COUNTRY PLAN 2017: BRAZIL - OCTOBER 2016
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- **VISION2020 Workstreams**
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Decent work, Gender equality
Clean water & sanitation
Responsible production, Decent work, No poverty
Economic viability of farming

**KEY ACTIVITIES OUTCOMES**

- Gender and Youth
- Climate Smart Agriculture
- Economic viability of farming

**GCP COUNTRY PLAN 2017: BRAZIL - OCTOBER 2016**

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**BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY**
COFFEE SUSTAINABILITY CURRICULUM (CSC)
Sustainability: grower is the greatest beneficiary.
IMPLEMENTING PARTNERS

STATE EXTENSION SERVICES

STAKEHOLDERS’ INSTITUTIONS
### BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY

#### Key Activities

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#### Focus Areas

- **National Platform**
- **National Sustainability Curriculum**
- **VISION2020 Workstreams**
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#### Goals

- **SDGs**
  - Responsible production, Decent work, No poverty
  - Economic viability of farming
  - Responsible production, Decent work
  - Climate Smart Agriculture
  - Clean water & sanitation
  - Economic viability of farming
  - Decent work, Gender equality

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GCP COUNTRY PLAN 2017: BRAZIL - OCTOBER 2016
## BRAZIL: VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES

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<th>DECENT WORK</th>
<th>RESPONSIBLE PRODUCTION</th>
<th>CLIMATE ACTION</th>
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### Identified as national priority
- 2
- 4
- 3
- 1
- 5

### CSC Fundamental Items
- CSC launched in March 2015
- Fundamental Items validated in June 2016
- Implementation through state extension services and stakeholders’ institutions

### Coffee Sustainability Curriculum (CSC)

- Brazil Working Group (BWG) proposed CSC and Fundamental Items
- National Advisory Board (NAB) validated them

### National Platform Validation
Vision2020 SDGs

Identified as national priority

1. NO POVERTY
2. ZERO HUNGER
3. QUALITY EDUCATION
4. GENDER EQUALITY
5. CLEAN WATER & SANITATION
6. DECENT WORK
7. RESPONSIBLE CONSUMPTION AND PRODUCTION
8. CLIMATE ACTION

WASTE TREATMENT AND DISPOSAL
PROTECTION OF NATURAL VEGETATION
RATIONAL IRRIGATION
<table>
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<tr>
<th>SDGs</th>
<th>Circular Economy</th>
<th>Climate Action</th>
<th>Responsible Consumption &amp; Production</th>
<th>Decent Work</th>
<th>Clean Water &amp; Sanitation</th>
<th>Gender Equality</th>
<th>Quality Education</th>
<th>Zero Hunger</th>
<th>No Poverty</th>
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**Vision2020 SDGs**

Identified as national priority:

- No Poverty
- Zero Hunger
- Quality Education
- Gender Equality
- Clean Water & Sanitation
- Decent Work
- Responsible Consumption & Production
- Climate Action

**Greater Productivity**

**Training and Demonstration**

**Cost Control**
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**Vision2020**

**TRAINING AND DEMONSTRATION**

**INVOLVE WOMEN AND YOUNGSTERS**

**INDIVIDUAL PROTECTION EQUIPMENT**
### Vision2020 SDGs

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**Identified as national priority**

1. No Poverty
2. Zero Hunger
4. Quality Education
3. Gender Equality
5. Clean Water and Sanitation

**GCP Country Plan 2017: Brazil - October 2016**

**Health Exams and Services**

**Compliance with Labor Laws**

**Individual Protection Equipment**

**Good Living Conditions**
### BRAZIL: VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES

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18 FUNDAMENTAL ITEMS OF CSC AND VISION 2020 SDGs

- **Vision 2020 SDGs**
  - 1. No Poverty
  - 2. Zero Hunger
  - 3. Good Living Conditions
  - 4. Quality Education
  - 5. Gender Equality
  - 6. Clean Water and Sanitation
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  - 8. Responsible Consumption and Production
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- **Vision 2020 SDGs Map**
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- **Global Coffee Platform**
18 FUNDAMENTAL ITEMS OF CSC AND VISION 2020 SDGS
COUNTRY PLAN 2017: GCP / VISION 2020 PRIORITIES

PRIORITY 1 AND 2:
NATIONAL PLATFORM: INSTITUTIONALIZATION, LOCAL OWNERSHIP, AND GCP MEMBERSHIP ENGAGEMENT

- National Platform (NAB supported by BWG)
  - National Advisory Board (NAB)
  - Brazil Working Group (BWG)
  - GCP member participation

- GCP Membership engagement
  - 53 GCP members
    ▪ 3 agents / brokers
    ▪ 3 associations
    ▪ 1 individual
    ▪ 22 intermediate buyers
    ▪ 1 others chain
    ▪ 23 producers

Priority access to GCP activities
NATIONAL ADVISORY BOARD

Last Meeting: July 02, 2017, with representatives of GCP board and management
- Achievements
  • NAB + BWG – first ever in Brazil to include foreign members
  • meeting regularly with high level of participation (numbers + quality)
  • BWG: creating proposals and developing ownership
  • NAB: validating proposals and developing awareness at highest level

- Challenges
  • to engage GCP members
  • to unlock Brazilian resources for Brazilian farmers
  • to ensure continuity
COUNTRY PLAN 2017: GCP / VISION 2020 PRIORITIES
PRIORITIES 1 AND 2:
NATIONAL PLATFORM: INSTITUTIONALIZATION, LOCAL OWNERSHIP, AND GCP MEMBERSHIP ENGAGEMENT

- **Objectives**
  - consolidate National Advisory Board
  - Engage GCP members

- **Activities proposed**
  - disseminate Vision 2020 goals
  - include GCP member representation ("millage program")
  - start preparation for self-sustainability
  - coordinate and provide support
  - technical support and proposals (BWG)
  - represent GCP and Brazil Program
  - liaison between national and global

Role of secretariat (P&A)
COUNTRY PLAN 2017: GCP / VISION 2020

PRIORITIES 3, 4 AND 5:

- Roll-out and institutionalization of Coffee Sustainability Curriculum (CSC)
- Training
- Effective extension service delivery

Small and mid-size coffee growers are target

<table>
<thead>
<tr>
<th>Area (ha)</th>
<th>Production (million bags)</th>
<th>Production (%)</th>
<th>Number of growers</th>
<th>% of growers</th>
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<tbody>
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<td>15.7</td>
<td>36%</td>
<td>230,000</td>
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<td>10-20</td>
<td>6.7</td>
<td>16%</td>
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<td>7</td>
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<td>18%</td>
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<td>&gt; 50</td>
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Sources: IBGE Censo Agropecuário 2006 and CONAB 2015; adapted by P&A, rounded figures.
COUNTRY PLAN 2017: GCP / VISION 2020
PRIORITIES 3, 4 AND 5
ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- Achievements (1)
  • CSC created by 19 stakeholder groups and launched in 2015
  • Fundamental Items defined in 2016 by 24 stakeholder groups involved (new focus of training fully compatible with Vision 2020 SDGs)
  • roll out through extension services in main coffee growing states (MG, ES, SP, RO and PR)
Achievements (2)

- educational materials
  - Coffee Sustainability Curriculum booklet
  - “Little Farm” drawing (over 40,000 units) – unique set of supporters
  - CSC Implementation Guide
  - 9 short videos

- Cooperation Letters / MOUs
  - 5 main coffee extension services in Brazil
    - CeCafé – Brazilian Coffee Exporters’ Association
    - next ABIC – Brazil Coffee Roasters’ Association

- sustainability included in Coffee Quality Competitions
  - Rondônia, Minas Gerais and ABIC; Paraná next

- “Rondônia’s case”
  - Amazonian region
  - Robusta growth pole
  - sustainability is “pillar” of all projects
COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5
ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING
AND EFFECTIVE EXTENSION SERVICE DELIVERY

- Achievements (3)
  • train the trainers (TtT)
    ▪ 35 different partners
    ▪ 283 trainers in 2015
    ▪ 687 trainers in 2016
    ▪ 275 more trainers in 2016
    ▪ evaluation
      ▪ 3.6 out of 4 points (SD 0.4)
  • bringing stakeholders together
    around common sustainability objectives
    ▪ private-public
    ▪ public-public
    ▪ private-private
TRAINING PARTNERS
(extension services, coops, associations, traders, companies, educational centers, etc)
COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5
ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING
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- Achievements (4)
  • Digital Coffee Farmer Program
    ▪ partnership with exporters’ association (CeCafé)
    ▪ 135 digital “labs” (IT Inclusion Centers)
    ▪ 28 hours (IT + sustainability)
    ▪ 57 groups / classes - 784 growers in 2016
    ▪ 100 groups / classes - 1,200 growers more in 2016

CeCafé + GCP partners
- Achievements (5)

• Collective Technical Assistance Model (MATC)
  ▪ model project: Neumann Foundation (2007-14)
    ✓ 5,500 small growers
    ✓ 30% increase in productivity
    ✓ 15% cost reduction
  ▪ methodological development
  ▪ 1 technician for 300 to 400 growers
    (vs. 1 for 60 to 80 on a one-to-one basis)

• MATC pilot projects to change paradigms

• materials to disseminate MATC methodology
- Achievements (6)

  - start relationship with new partners
    - SENAR - Federal Agency for Agricultural Training
    - SEBRAE - Federal Agency for Small and Mid-size Enterprises (agricultural ones included)

  - remote Senar Course on sustainability
    - potential to reach 130,000 persons / year
    - free of cost
- Challenges and objectives

- establish the bases for exponential growth
- monitor and evaluate practices
- make sustainability “trickle down” to small growers
  ▪ reach more growers with same number of technicians
  ▪ increase number of technicians
- break resistance to change, specially in small growers
- new SDGs specific activities
  ▪ climate
  ▪ finance
- adapt activities to facilitate member engagement
COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5
ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING
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- Activities proposed (1)

• **Coffee Sustainability Curriculum (CSC)**
  - Train the Trainers
  - Senar courses on sustainability

• continuation of Digital Coffee Farmer Program with CeCafé

• roll-out of digital tool to monitor and evaluate practices

• increase number of members/partners using CSC (considering knowledge, structure and capacity)
  - cooperatives, associations and institutions
  - educational institutes
  - new regions

• increase number of growers using Fundamental Items of CSC including Vision 2020 priorities

• share case studies of sustainable production with stakeholders, technicians and growers
Activities proposed (2)

- more efficient extension services
  - roll-out of Group model Methodology (MATC)
  - coaching and training of new MATC implementers

- climate (besides activities included in CSC)
  - validation and diffusion of practices for climate change adaptation

- business and finance (besides activities included in CSC)
  - train extension technicians to instruct growers on how to access available finance (use Guidelines to Access Credit Lines)
  - implement better management and business oriented coffee growing component

- seek new technical assistance partners
COUNTRY PLAN 2017: GCP / VISION 2020
PRIORITY 6: GENDER AND YOUTH

- Current status
  - no gender and youth project
  - issue raised during Vision 2020 Workshop
  - priority in CSC Fundamental Items
  - important to address in 2017

- Challenges
  - need to increase awareness
  - difficulties to find partners due to financial crisis in Brazil
- Activities proposed

  • support IWCA Brazil Project on Gender (printed and on-line materials on women in coffee in Brazil: statistics, places, activities, etc.)

  • capture and share gender youth success cases and use them to develop new partners

  • produce four short videos with these examples

  • develop project on family succession with partners
    ▪ Rabobank Brazil
    ▪ IWCA Brazil
    ▪ others
    and include GCP members that already develop projects in this area