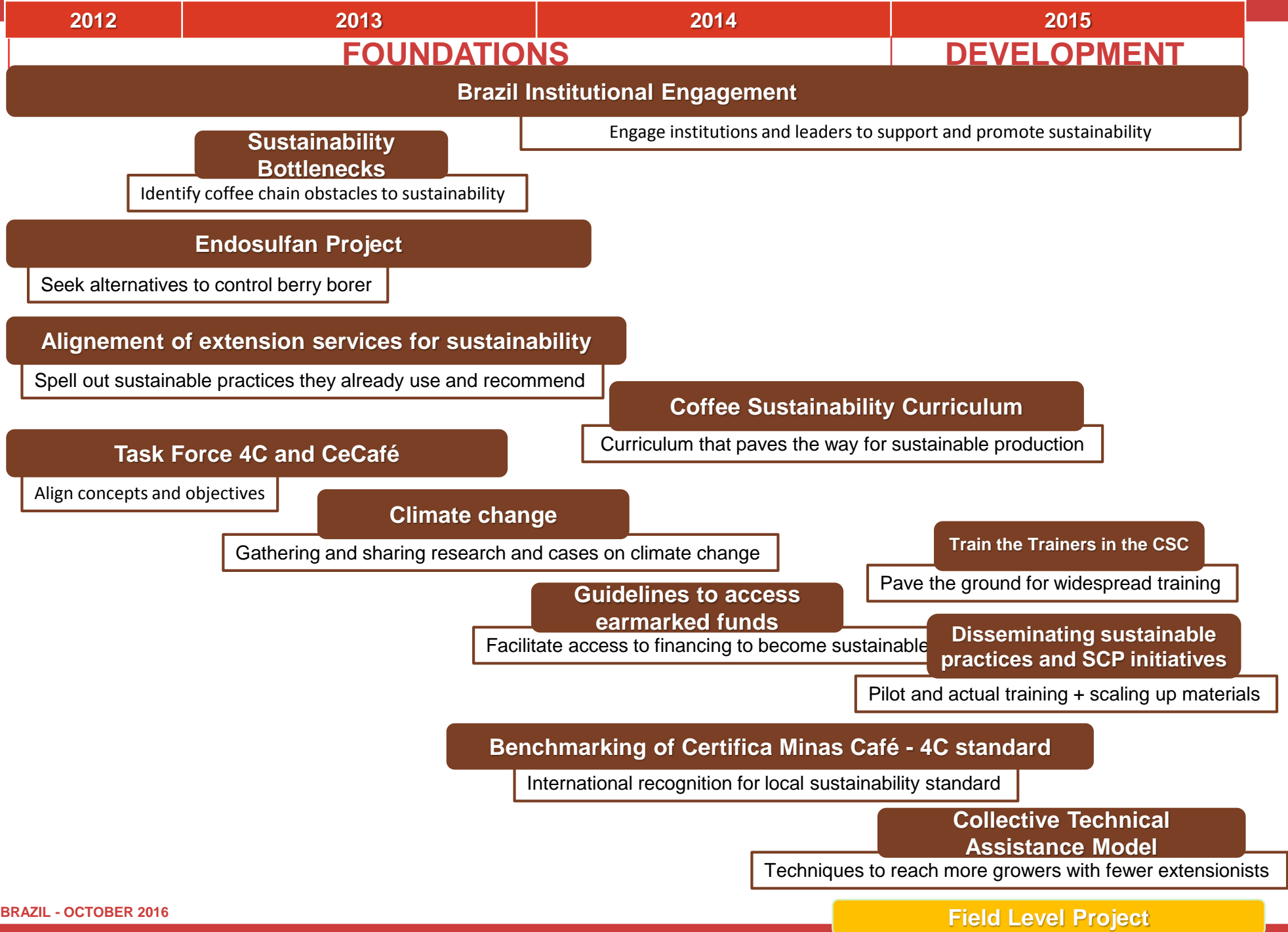


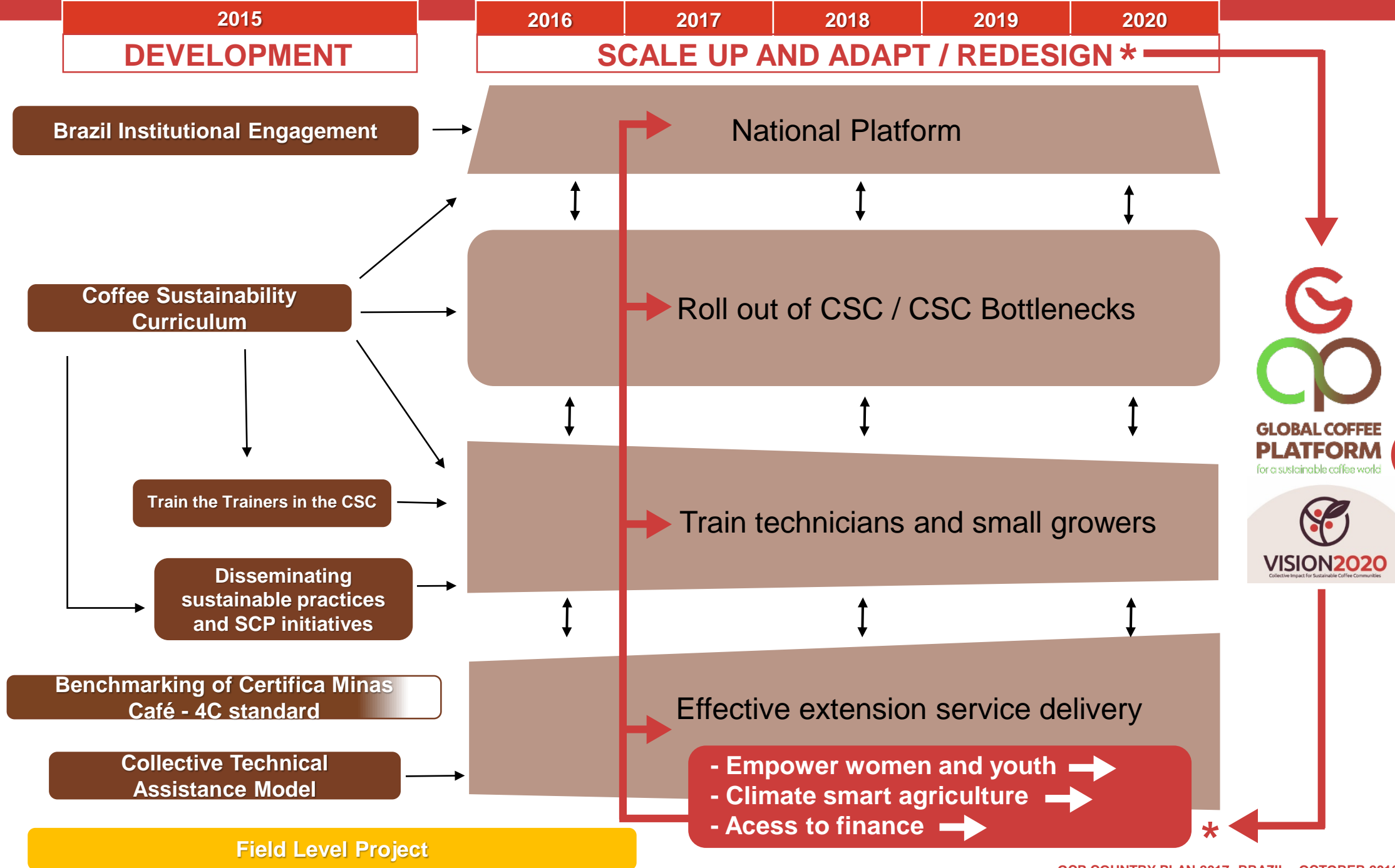


GCP COUNTRY PLAN 2017: BRAZIL



Prepared by the Brazil GCP Coordinator 
Contact: peamarketing@peamarketing.com.br





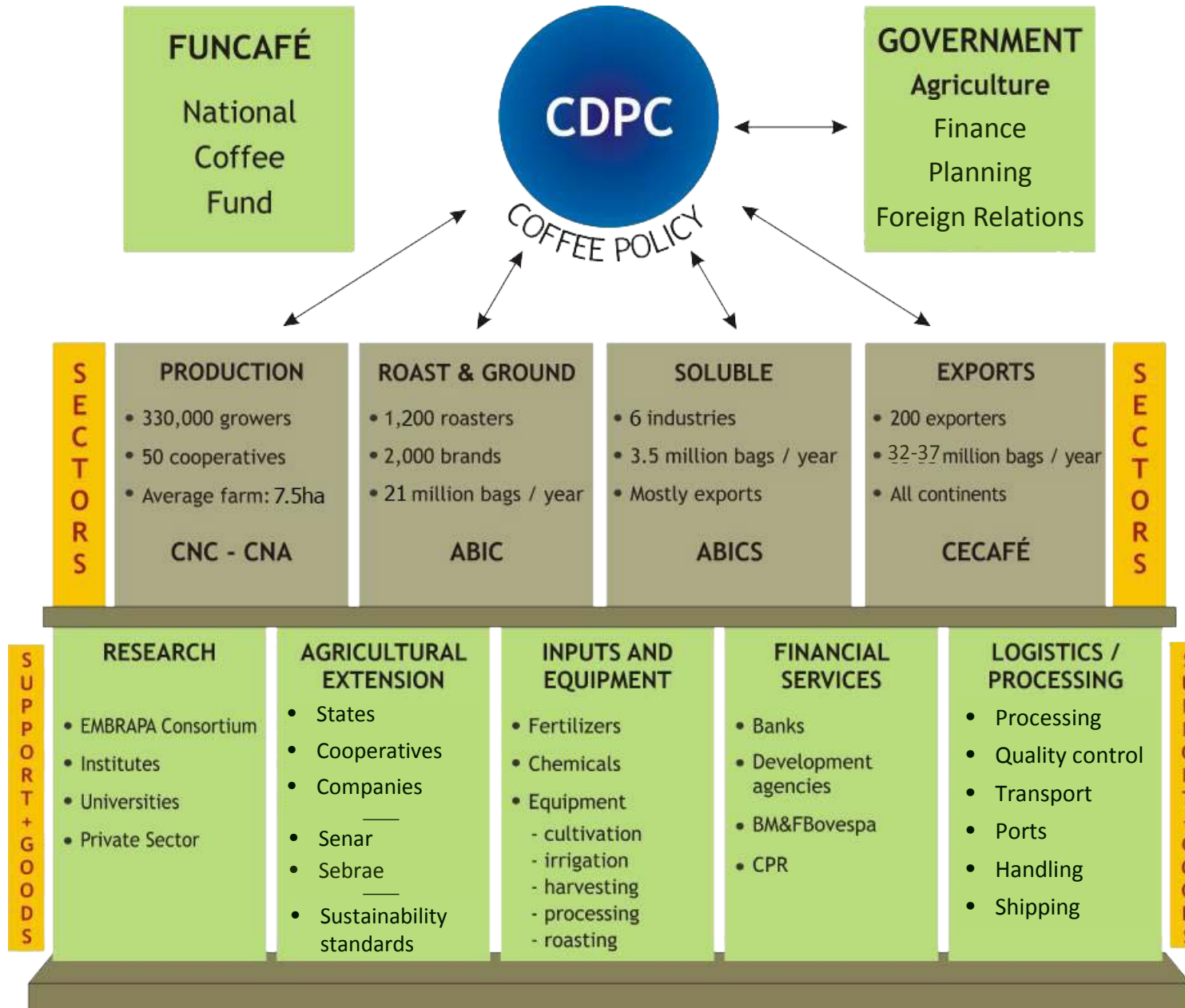
BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY

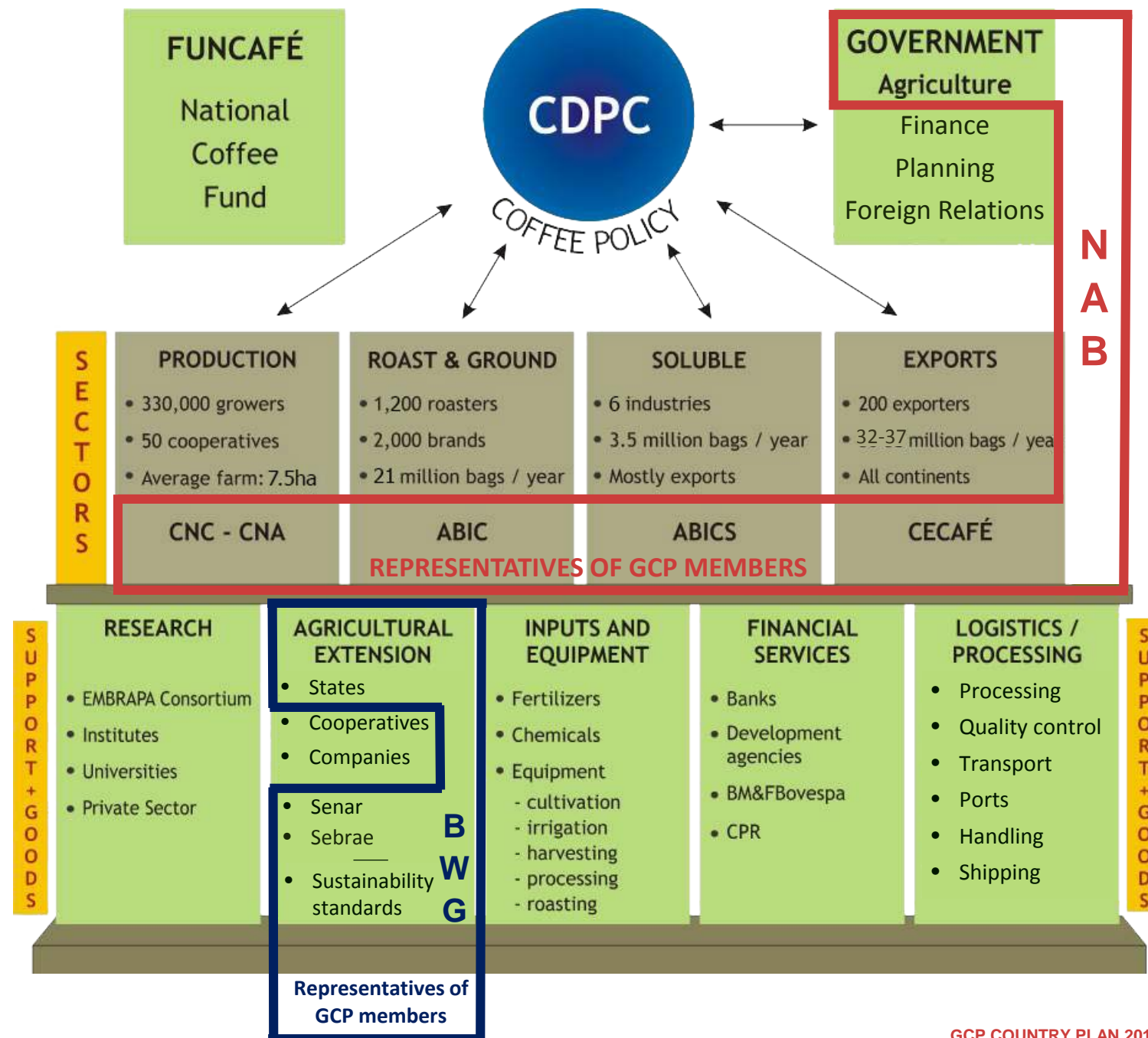


KEY ACTIVITIES

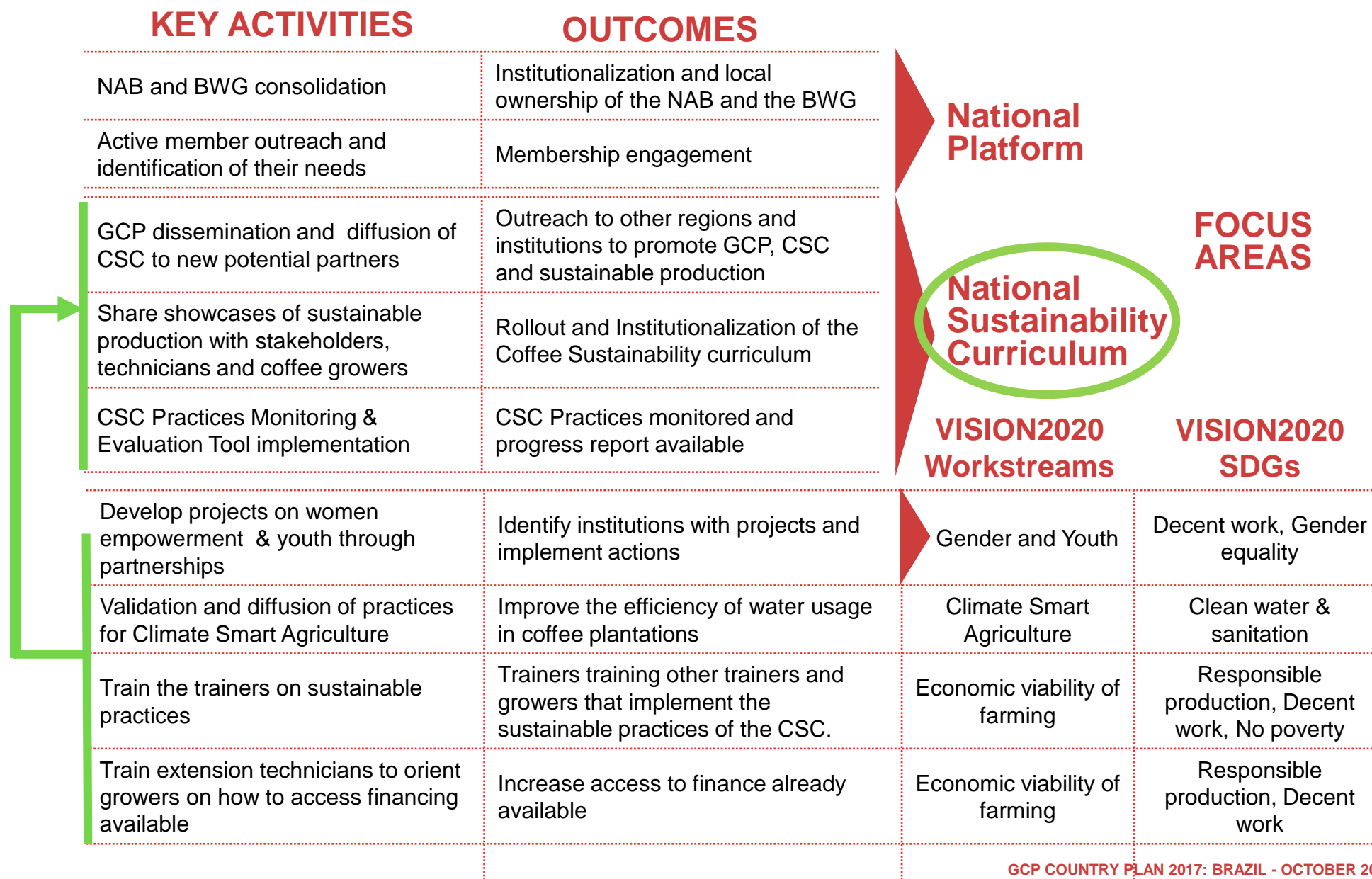
OUTCOMES

NAB and BWG consolidation	Institutionalization and local ownership of the NAB and the BWG		FOCUS AREAS
Active member outreach and identification of their needs	Membership engagement		
GCP dissemination and diffusion of CSC to new potential partners	Outreach to other regions and institutions to promote GCP, CSC and sustainable production		
Share showcases of sustainable production with stakeholders, technicians and coffee growers	Rollout and Institutionalization of the Coffee Sustainability curriculum		
CSC Practices Monitoring & Evaluation Tool implementation	CSC Practices monitored and progress report available		VISION2020 Workstreams
Develop projects on women empowerment & youth through partnerships	Identify institutions with projects and implement actions		VISION2020 SDGs
Validation and diffusion of practices for Climate Smart Agriculture	Improve the efficiency of water usage in coffee plantations		
Train the trainers on sustainable practices	Trainers training other trainers and growers that implement the sustainable practices of the CSC.		
Train extension technicians to orient growers on how to access financing available	Increase access to finance already available		



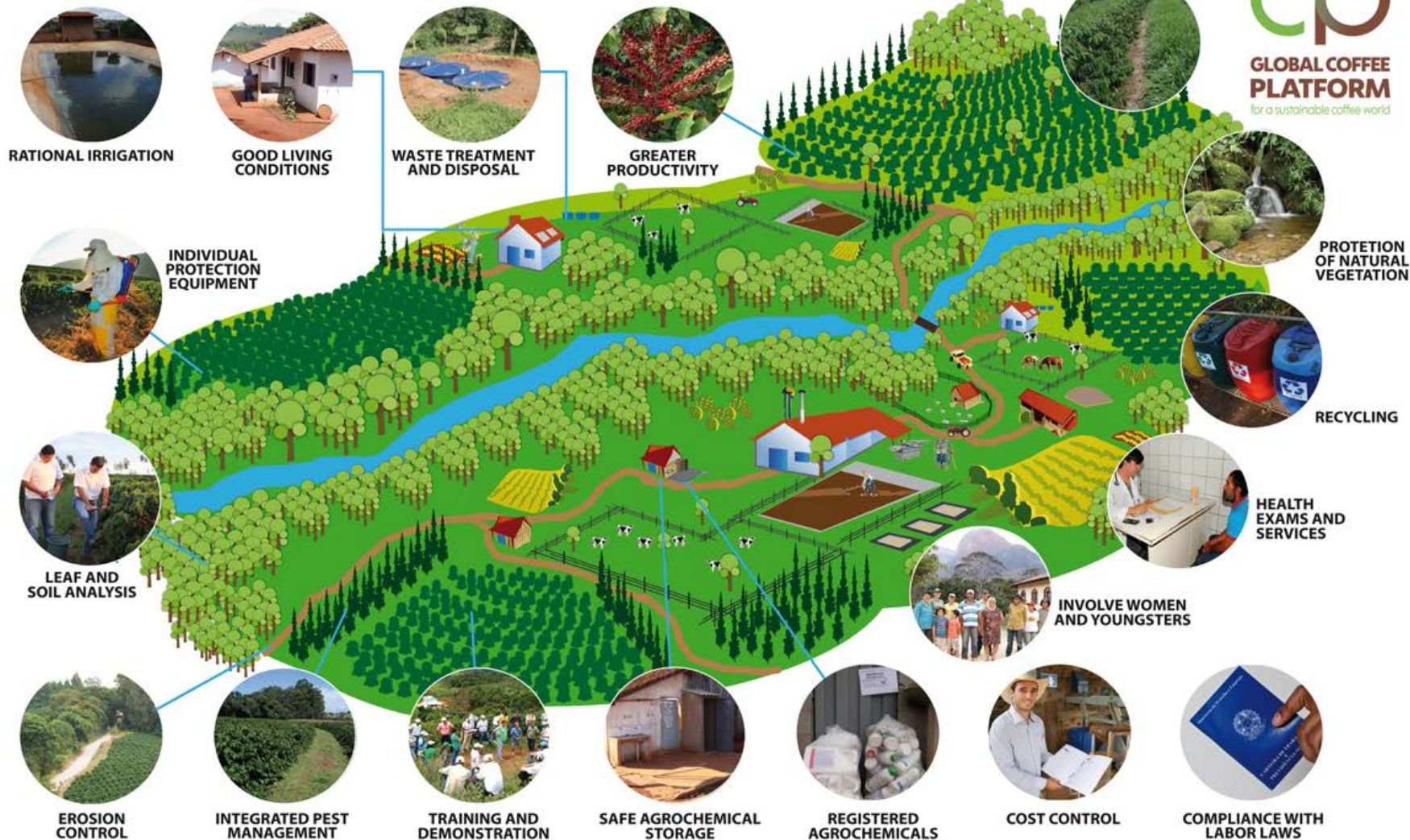


BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY



COFFEE SUSTAINABILITY CURRICULUM (CSC)

Sustainability: grower is the greatest beneficiary.



Coordenação Nacional do Programa



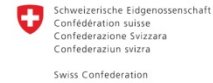
Parceiros



PARTNERS



DANIDA



Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



MEMBERS

COFFEE ASSOCIATIONS



VERIFIERS / CERTIFIERS



OTHERS (ASSOCIATIONS, ETC)



STATE EXTENSION SERVICES



Secretaria de Estado da
Agricultura

Governo de
Rondônia



GOVERNO DO ESTADO DO ESPÍRITO SANTO
Secretaria da Agricultura, Abastecimento,
Agricultura e Pesca



FEDERAL GOVERNMENT

MINISTÉRIO DA
AGRICULTURA, PECUÁRIA
E ABASTECIMENTO



IMPLEMENTING PARTNERS

STATE EXTENSION SERVICES



STAKEHOLDERS' INSTITUTIONS



BRAZIL: ACTIVITIES IN THE NATIONAL STRATEGY



KEY ACTIVITIES		OUTCOMES		FOCUS AREAS	
NAB and BWG consolidation	Institutionalization and local ownership of the NAB and the BWG	National Platform	National Sustainability Curriculum	VISION2020 Workstreams	VISION2020 SDGs
Active member outreach and identification of their needs	Membership engagement				
GCP dissemination and diffusion of CSC to new potential partners	Outreach to other regions and institutions to promote GCP, CSC and sustainable production				
Share showcases of sustainable production with stakeholders, technicians and coffee growers	Rollout and Institutionalization of the Coffee Sustainability curriculum				
CSC Practices Monitoring & Evaluation Tool implementation	CSC Practices monitored and progress report available				
Develop projects on women empowerment & youth through partnerships	Identify institutions with projects and implement actions	Gender and Youth			Decent work, Gender equality
Validation and diffusion of practices for Climate Smart Agriculture	Improve the efficiency of water usage in coffee plantations	Climate Smart Agriculture			Clean water & sanitation
Train the trainers on sustainable practices	Trainers training other trainers and growers that implement the sustainable practices of the CSC.	Economic viability of farming			Responsible production, Decent work, No poverty
Train extension technicians to orient growers on how to access financing available	Increase access to finance already available	Economic viability of farming			Responsible production, Decent work
GCP COUNTRY PLAN 2017: BRAZIL - OCTOBER 2018					

BRAZIL: VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES



**Vision2020
SDGs**

**Identified as
national
priority**

**CSC
Fundamental
Items**

**Coffee
Sustainability
Curriculum
(CSC)**

**National
Platform
Validation**

NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPONSIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓		1 ✓	5 ✓		
✓	✓	✓	✓	✓	✓	✓	✓

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

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

Vision2020 SDGs

Identified as national priority

1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPON-SIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓		1 ✓	5 ✓		



**WASTE TREATMENT
AND DISPOSAL**



**PROTECTION OF
NATURAL VEGETATION**



RATIONAL IRRIGATION

**Vision2020
SDGs**

**Identified as
national
priority**

1 NO POVERTY 	2 ZERO HUNGER 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 	8 DECENT WORK AND ECONOMIC GROWTH 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 
NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPONSIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓		1 ✓	5 ✓		



**GREATER
PRODUCTIVITY**



**TRAINING AND
DEMONSTRATION**



COST CONTROL

Vision2020 SDGs

Identified as
national
priority

1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPON-SIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓		1 ✓	5 ✓		



**TRAINING AND
DEMONSTRATION**



**INVOLVE WOMEN
AND YOUNGSTERS**



**INDIVIDUAL PROTECTION
EQUIPMENT**

Vision2020 SDGs

Identified as
national
priority

1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPONSIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓		1 ✓	5 ✓		



**HEALTH EXAMS
AND SERVICES**



**COMPLIANCE WITH
LABOR LAWS**



**INDIVIDUAL PROTECTION
EQUIPMENT**



**GOOD LIVING
CONDITIONS**

BRAZIL: VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES



**Vision2020
SDGs**

**Identified as
national
priority**

**CSC
Fundamental
Items**

**Coffee
Sustainability
Curriculum
(CSC)**

**National
Platform
Validation**

1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
NO POVERTY	ZERO HUNGER	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER & SANITATION	DECENT WORK	RESPONSIBLE PRODUCTION	CLIMATE ACTION
2 ✓	4 ✓	3 ✓	?	1 ✓	5 ✓	?	?
✓	✓	✓	✓	✓	✓	✓	✓

- CSC launched in March 2015
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- Brazil Working Group (BWG) proposed CSC and Fundamental Items
- National Advisory Board (NAB) validated them

18 FUNDAMENTAL ITEMS OF CSC AND VISION 2020 SDGs

Vision2020 SDGs



NO POVERTY



ZERO HUNGER



QUALITY
EDUCATION



GENDER
EQUALITY



CLEAN
WATER &
SANITATION



DECENT
WORK



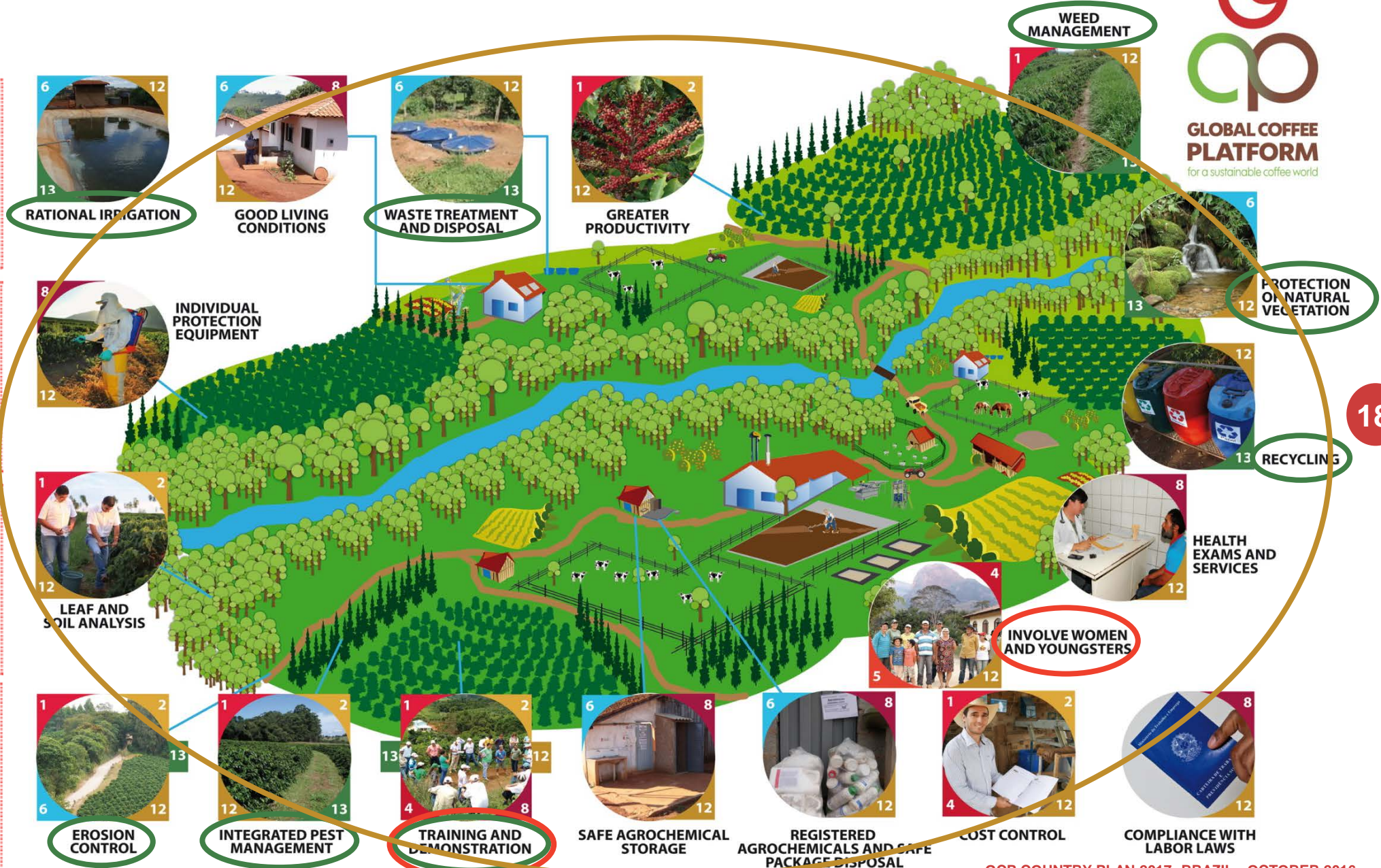
RESPON-
SIBLE
PRODUCTION



CLIMATE
ACTION



GLOBAL COFFEE
PLATFORM
for a sustainable coffee world



18 FUNDAMENTAL ITEMS OF CSC AND VISION 2020 SDGs

Vision2020 SDGs



NO POVERTY



ZERO HUNGER



QUALITY
EDUCATION



GENDER
EQUALITY



CLEAN
WATER &
SANITATION



DECENT
WORK



RESPON-
SIBLE
PRODUCTION



CLIMATE
ACTION



RATIONAL IRRIGATION



GOOD LIVING
CONDITIONS



WASTE TREATMENT
AND DISPOSAL



GREATER
PRODUCTIVITY



INDIVIDUAL
PROTECTION
EQUIPMENT



LEAF AND
SOIL ANALYSIS



EROSION
CONTROL



INTEGRATED PEST
MANAGEMENT



TRAINING AND
DEMONSTRATION



SAFE AGROCHEMICAL
STORAGE



REGISTERED
AGROCHEMICALS AND SAFE
PACKAGE DISPOSAL



COST CONTROL



COMPLIANCE WITH
LABOR LAWS

WEED
MANAGEMENT



PROTECTION
OF NATURAL
VEGETATION



RECYCLING



HEALTH
EXAMS AND
SERVICES



INVOLVE WOMEN
AND YOUNGSTERS



GLOBAL COFFEE
PLATFORM
for a sustainable coffee world

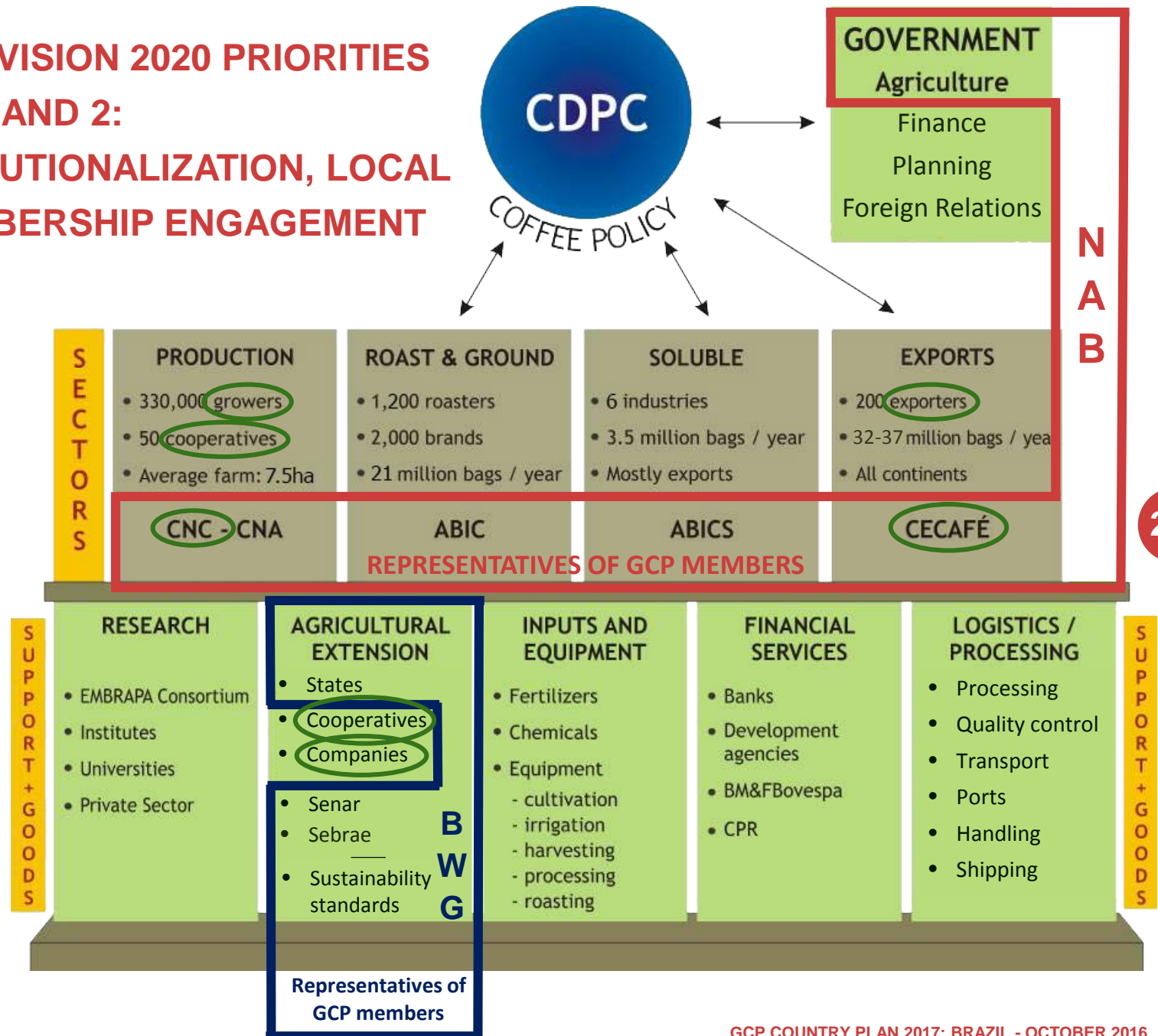
COUNTRY PLAN 2017: GCP / VISION 2020 PRIORITIES

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



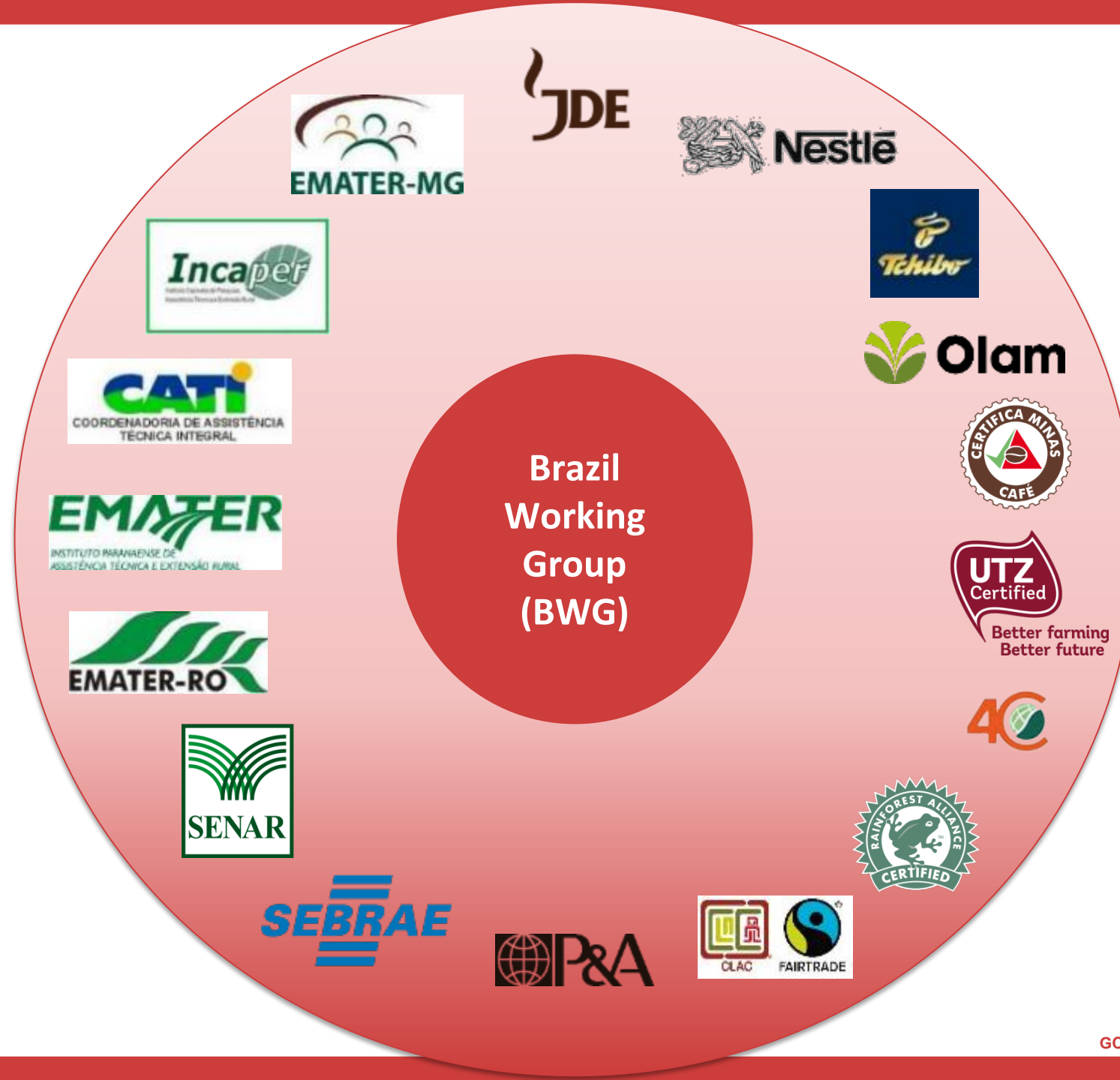
NATIONAL ADVISORY BOARD



MINISTÉRIO DA
AGRICULTURA, PECUÁRIA
E ABASTECIMENTO



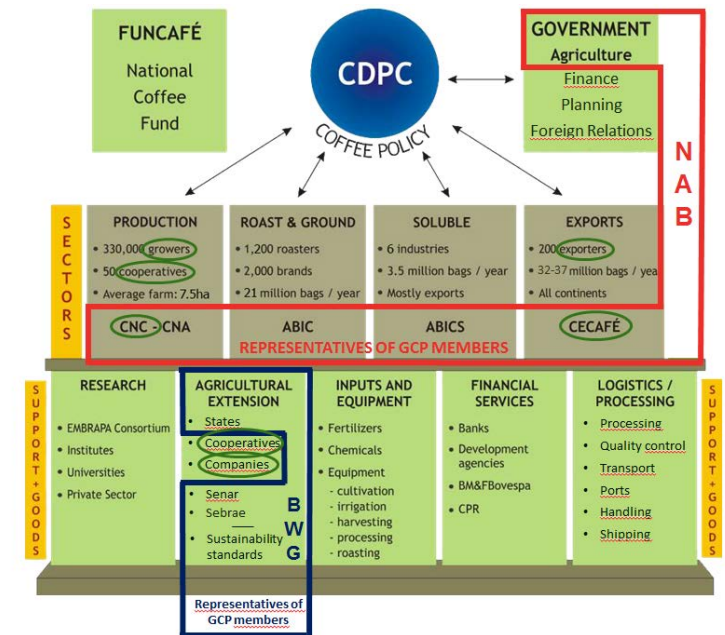
Last Meeting: July 02, 2017, with representatives of GCP board and management



COUNTRY PLAN 2017: GCP / VISION 2020 – PRIORITIES 1 AND 2

NATIONAL PLATFORM: INSTITUTIONALIZATION, LOCAL OWNERSHIP, AND GCP MEMBERSHIP ENGAGEMENT

- 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

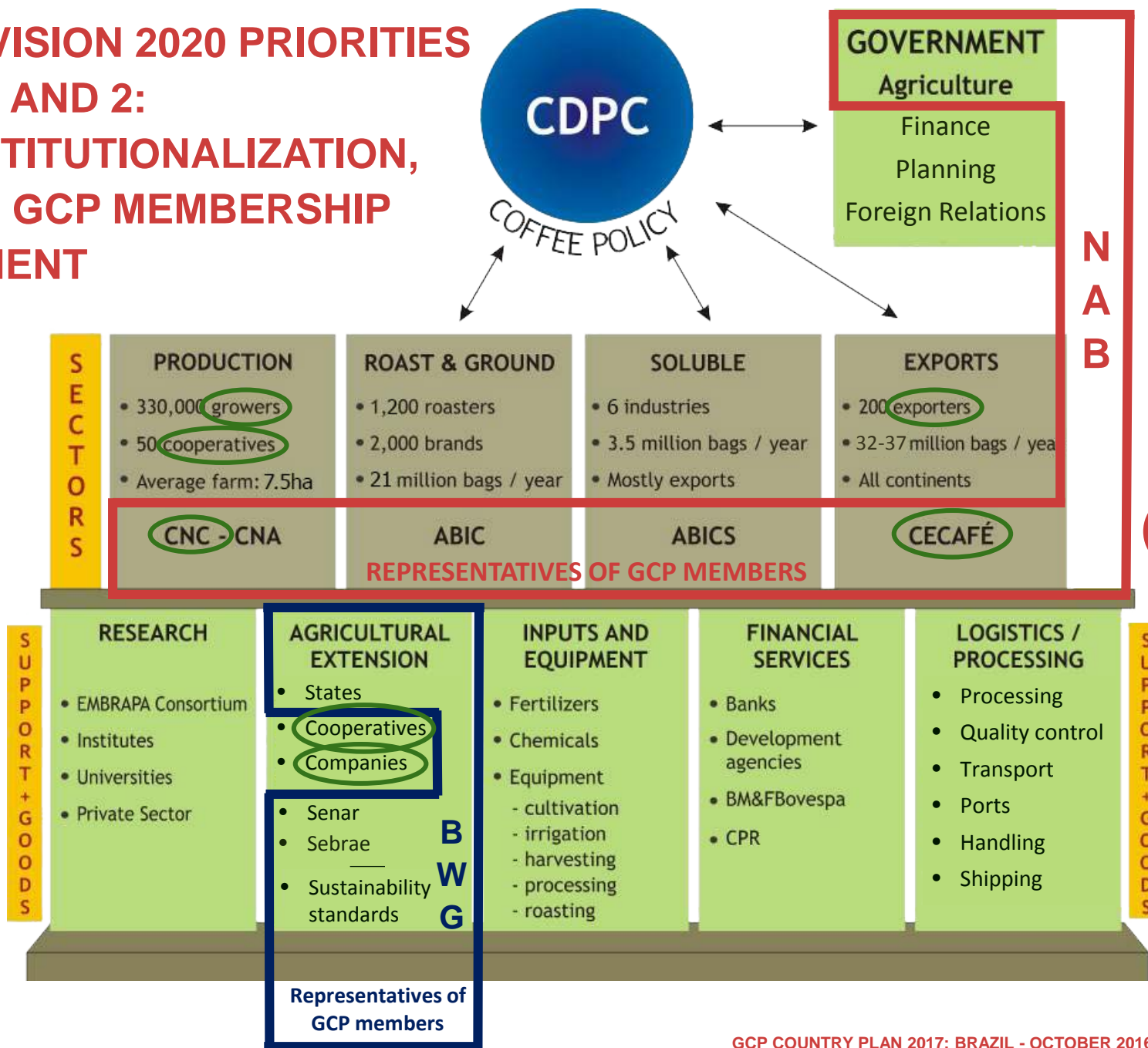
- Objectives

- 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

Area (ha)	Production (million bags)	Production (%)	Number of growers	% of growers
0-10	15,7	36%	230.000	79
10-20	6,7	16%	20.000	7
20-50	7,8	18%	10.000	3
> 50	13,0	30%	30.000	10
Total	43,2		290.000	

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)

26

18 FUNDAMENTAL ITEMS OF CSC AND VISION 2020 SDGS



COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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

1,245

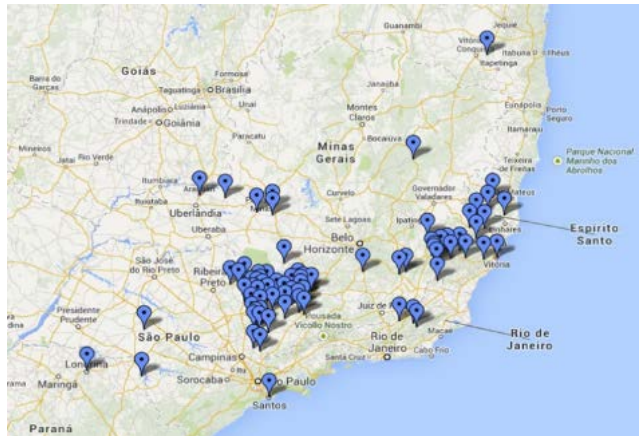
TRAINING PARTNERS

(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 AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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



COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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

Hanns R. Neumann Stiftung
do Brasil



- materials to disseminate MATC methodology

COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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



COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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



GROWER CENTERED SUSTAINABILITY

COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- 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



COUNTRY PLAN 2017: GCP / VISION 2020 - PRIORITIES 3, 4 AND 5 ROLL-OUT AND INSTITUTIONALIZATION OF CSC, TRAINING AND EFFECTIVE EXTENSION SERVICE DELIVERY

- **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

COUNTRY PLAN 2017: GCP / VISION 2020

PRIORITY 6: GENDER AND YOUTH

- **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**

