



**GLOBAL COFFEE
PLATFORM**

for a sustainable coffee world






















COUNTRY PLAN 2017: BRAZIL

#GCPMA16



VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES



Vision2020 SDG's								
	No poverty	Zero Hunger	Quality of education	Gender equality	Clean water & sanitation	Decent work	Respons. Product.	Climate Action
Identified as national priority								
CSC Fundamental items								
National Sustainability Curricula	CSC (Coffee Sustainability Curriculum) launched in March 2015. Focus now on institutionalizing the curriculum through extension services to have country-wide implementation							
National Platforms	The National Advisory Board (NAB) and the Brazil Working Group (BWG) have started gathering. In the coming years, the goal is to consolidate the NAB as the Coffee Sustainability Platform.							



ACTIVITIES IN THE NATIONAL STRATEGY



KEY ACTIVITIES	OUTCOMES	VISION2020 Workstreams	
NAB and BWG consolidation	Institutionalization and local ownership of the NAB and the BWG	National Platform	FOCUS AREAS
Active member outreach and identifications 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	National Sustainability Curriculum	VISION2020 SDGs
Share showcases of sustainable production with stakeholders, technicians and coffee growers	Rollout and Institutionalization of the Coffee sustainability curricula		
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 plantation	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 coffee 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 coffee farming	Responsible production, Decent work

GCP/VISION 2020 PRIORITIES

Priority 1 and 2: National Platform: institutionalization, local ownership, and GCP Membership engagement

Priority 3, 4 and 5: Roll-out and institutionalization of National Sustainability Curricula (NSC), training, and effective extension service delivery

Priority 6: gender and youth

Many of the Vision 2020 priorities defined in the National Workshop were already included in the GCP Program activities, and will thus now be addressed by being included in the CSC or by adopting the content, for example, in the training planned. Climate issues were already part of the ongoing activities, but a new activity is proposed as this was a key priority defined by the Vision 2020 Workshop and as well as by the CSC Fundamental Items Validation. Gender and Youth was not present in the program, and for this reason a new specific item was created for it. The program was in fact already responding to most Vision 2020 priorities identified in the Workshop.

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

Current status

The awareness about sustainability throughout the Brazilian coffee sector, especially among public sector and coffee growers, was very low at the beginning of the SCP program. This has now increased, but there still is much work to be done. Incorporating responsible production practices in the traditional Brazilian coffee production system is about changing people's culture and outdated practices. It demands continuous efforts to reach solid results. Unlocking Brazilian resources for Brazilian farmers continues to be a major priority.

The GCP Program has generated great interest and the materials developed are being praised. However, it is facing a crucial moment: a strong partnership network was developed and needs to be consolidated to avoid the risk of losing all the efforts done so far. The goal to access available Brazilian resources for responsibility actions is reaching results and needs to be continued to reach a much larger scale.

The National Advisory Board (NAB) is a winning initiative praised by stakeholders; for the first time in the history of Brazilian coffee a board brought to the same table roaster representatives, coffee institutions, and associations. Even more so, these stakeholders were willing to focus on responsible coffee production. It was officially created in September 2014, meets three times a year, and members already recognize the positive results of increasing awareness about responsibility among top leaders. Additionally, the Brazil Working Group (BWG) is the technical advisory board, created in 2013. It meets three times a year and includes Certification Standards, Extension Services, roaster representatives, SENAR and SEBRAE. The NAB & BWG form The Coffee Sustainability Platform (National Platform), with GCP as secretariat.

Brazil has 51 GCP Members, which are divided into 5 categories: 3 agents / brokers, 2 associations, 1 individual member, 22 intermediate buyers, 22 producers, and 1 other chain members.

Key constraints

- Awareness about sustainability is not yet satisfactory among some leaders and institutions. Furthermore, the political and economic crises in Brazil are not helping because of high turnover of leaders in key positions, especially on the public side both at federal and state level.
- Most of the GCP members trade 4CCC. It is necessary to promote the concrete benefits enjoyed by GCP members to keep and increase membership i.e., to attract new members.

Activities proposed

Activity 1.1

Brazil Institutional Engagement: promote and disseminate responsibility and Vision 2020 goals among key sectorial institutions/leaders.

Activity 1.2

Consolidation of NAB and BWG as the Brazilian Coffee Sustainability Platform: platform operational (meeting three times a year) and progressively self-sustainable. Include GCP member representation.

Activity 1.3

Regularly engage with members and activate and support new members.

Activity 1.4

Coordinate/provide support to partners, service providers, and projects.

Activity 1.5

GCP representation at key meetings/events and identification of other engagement opportunities.

Activity 1.6

Coordinate and facilitate communications (including translations) between secretariat and members, and where applicable, between members and National Platforms and National Platforms and the Global Platform.

PRIORITY 3, 4, AND 5: ROLL-OUT AND INSTITUTIONALIZATION OF NATIONAL SUSTAINABILITY CURRICULA (NSC), TRAINING, AND EFFECTIVE EXTENSION SERVICE DELIVER

Current status

After a collective and participative process with several coffee entities, the NSC (National Sustainability Curricula) were successfully launched in March 2015 and since then underwent a process of dissemination and implementation throughout the country. The first focus of the roll-out process was the main Extension Service partners (INCAPER-ES, EMATER-MG, EMATER-RO, CATI-SP, and EMATER-PR). Due to the size of the country, diversity of coffee producing regions, and the number of other possible partners (cooperatives, associations, institutions, etc.), implementation takes time but has great potential to reach and positively impact a large number of coffee growers, especially small- and medium-sized ones, and a substantial percentage of the coffee production sector in Brazil. Continuous efforts will need to follow to show GCP's commitment to Brazil's partners and to reach concrete institutionalization.

The Train the Trainers on the CSC program reached 35 different partners (including extension services, cooperatives, associations, traders, companies, educational centers, etc.) and 727 trainers/technicians were trained since 2015. Considering the great demand for training on the CSC and the need to reach other institutions, cooperatives (medium-sized), and associations, a considerable opportunity exists to take advantage of the materials already developed to train more trainers



and to reach other important coffee regions that have not been reached so far. During evaluation, the Train the Trainers program was highly appreciated by the technicians who participated. Through the sessions, participants have been able to demystify the implementation of best practices leading to responsibility. The Digital Coffee Farmer Program ("*Produtor Informado*") trained almost 800 small- and medium-sized coffee farmers, on responsible practices of the CSC, and in the first semester of 2016 covered the use of a computer as management tool. The Program is a partnership with NAB member Cecafé (Brazilian Coffee Exporters' Council) and is achieving encouraging results with regards to the implementation of field practices.

A significant number of small- and medium-sized coffee growers does not receive technical assistance from any institution or only very limited assistance, or receives assistance through agri-shops that sell fertilizers, agrochemicals, equipment, etc. and focus on selling inputs (many times more inputs than needed). Extension Services and Cooperatives do not have budget to increase the number of technicians available, however, there is a large number of technicians already working for these partners (estimated at more than 2500). The solution is to increase efficiency by reaching more growers with the same technicians, using this structure already available. Brazil traditionally based its technical assistance on a one-on-one approach: one technician for each individual farmer. This approach is good yet very expensive and impossible to scale.

The project carried out by the HRNSB (Neumann Foundation) published materials and is conducting a coaching project to teach other institutions (Cafesul, a small cooperation in ES, SEBRAE, EMATER-RO and Cooxupe) how to use their Group Model (MATC - Technical Assistance Collective Model) in 2016.

One demand already identified among GCP members is the necessity to increase technical assistance in the regions where they operate.

Key constraints

- Lack of technicians and growers, especially small ones, who have been educated about responsible production and the CSC.
- Lack of a focus on responsibility as a driver of coffee production. Traditionalism and resistance to change among technicians and coffee growers, especially small ones.
- Economic crises in Brazil impose resource limitations, as most of the costs of trainings are payed by the partners receiving it.
- Time for technicians to "retool" and adapt to a new model of working (Group Model) that is changing a lot of their usual practices.



Activities proposed

National Sustainability Curriculum

Activity 3.1

Train the trainers about NSC. SENAR training courses on responsibility.

Activity 3.2

Continuation of Digital Coffee Farmer Program together with Cecafé.

Activity 3.3

NSC roll-out of digital tool to monitor and evaluate practices: increase the number of members/partners using the tool and train multiplier technicians in this area.

Activity 3.4

Increase the number of coffee growers applying NSC Fundamental Items, including Vision 2020 priorities, by collectively acting with partners on addressing these items (considering the

Activity 3.5

Dissemination of NSC to new potential partners (cooperations, associations, institutions, etc.) and other new regions, federal educational institutes, universities, technical schools and the main Extension Services events.

Activity 3.6

Share case studies of responsible production among stakeholders, technicians, and coffee growers.

More Efficient Extension Services

Climate (other climate activities are also included in the training project).

Business & Finance

Activity 3.7

Roll-out of Group Model Methodologies (MATC), coaching and training of new implementers on the MATC.

Activity 3.8

Validation and diffusion of practices for climate change adaptation.

Activity 3.9

Train extension technicians to instruct growers on how to access available finance (as per the Guidelines to Access Credit Lines).

Activity 3.10

Implement better management and business-oriented coffee grower component.

Seek New Technical Assistance Partners Extension

Activity 3.11

Proposed Activity: Expand partnership with new/other technical assistance partners, capturing and sharing technical assistance success cases.



PRIORITY 6: GENDER AND YOUTH

Current status

Currently there is no project on Gender and/or Youth managed by GCP in Brazil. These very important issues were raised during the Vision 2020 Workshop and are part of the 10 SDGs relevant for coffee. It is therefore important to address them next year. It was also considered a priority in the NSC Fundamental Items validation process.

Key constraints

- Difficulties to find partners to cooperate with due to the financial crisis in Brazil.

Activities proposed

Activity 6.1

Support IWCA/Brazil project on Gender: Printed and online materials on women in coffee in Brazil: statistics, places, activities.

Activity 6.2

Capture and share Gender & Youth success cases and (use them to) develop new partners. Produce four short videos with these examples.

Activity 6.3

Develop a project on youth, focusing on family succession, through partnerships with institutions like Rabobank Brazil, IWCA, and others. Include GCP members that already develop actions aimed at youth.