



# VISION2020

Collective Impact for Sustainable Coffee Communities

RESULTS OF  
NATIONAL  
CONSULTATIONS  
ON VISION 2020

Summary  
Report

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**Supported by**



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## 1. BACKGROUND

Supporters of Vision2020 stand united in the acknowledgement that a sustainable sector with an economic resilient farming system can only be achieved through shared responsibilities and collective action. They recognize the need for action through sustainable sourcing and in national and international public-private partnership models. They reinforce the importance of Vision 2020 as the overarching vision for a sustainable coffee sector, where the farmer is at the core of all sustainability efforts. Therefore, farmers and public and private stakeholders need to jointly identify priorities at international and national levels and focus their activities accordingly.

The new approach under Vision 2020 offers:

- Global themes and outcome objectives to achieve positive impact improving the resilience and livelihoods of coffee farming communities and the sector as a whole
- Translating priorities into action agendas through public-private partnership platforms
- One common reporting framework to create transparency, measure impact and allow for continuous improvement The Vision 2020 activities and actions will build as much as possible on, and work with, other existing platforms, initiatives and experiences.

In view of the fact that Vision2020 looks at a remaining timeframe of only four years, in which the International Coffee Organization (ICO), the Global Coffee Platform (GCP) and many other initiatives and organizations at local, national, regional and global level wish to increase collaboration and collectively contribute to intended changes throughout the coffee sector, V2020 must become more tangible regarding collective goals and targets to serve as orientation for public and non-public investments and interventions.

Therefore, the International Coffee Organization and the Global Coffee Platform reached out to national coffee platforms/ national coffee advisory boards/ national coffee dialogues/ roundtables for input and feedback to refine Vision 2020 goals and concept. Between June and August 2016 national consultation workshops have been held in eight coffee origins (Brazil, Colombia, Indonesia, Tanzania, Uganda, Vietnam, Honduras and Peru). This document states the aggregated results of these consultations.

## 2. AGGREGATED RESULTS OF ALL COUNTRIES

Out of the eight countries, seven have provided systematized feedback from their national consultation workshops. In the case of Indonesia, no formal Vision 2020 workshop like in the other origins was organized, but a meeting called by the Coordinating Ministry of Economic Affairs discussed rolling out the Indonesia Coffee Roadmap and how to integrate Vision 2020 into this strategy.

Looking into the information provided by Peru, Honduras, Colombia, Brazil, Uganda, Tanzania, Vietnam and Indonesia aggregated results are as follows:

### **National sustainability strategies for the coffee sector**

So far these countries mainly have national coffee strategies in place, though most of them are not directly aiming at sustainability issues and may not represent the whole of the national coffee sector respectively:

**Peru** is the only country where no coffee strategy is in place, though a strategic coffee sector plan was developed in 1998.

In **Honduras** a Coffee Policy was developed in 2003, which includes some relevant issues regarding sustainability (e.g. environmental sustainability), but with little awareness on implications of this policy among sector actors.

**Colombia** has a Sustainability Declaration for Colombian Coffee for the period 2012 – 2016 with most of the formulated targets therein already met. The development of a Sustainable Coffee Vision for Colombia up to 2020 is currently being proposed.

**Brazil** has created a National Advisory Board (NAB) and the Brazil Working Group (BWG) to address the absence of a national sustainability strategy for the coffee sector, which already led to some coordinated sustainability interventions.

**Uganda's** National Coffee Strategy does not have a specific focus on sustainability issues, but includes most relevant aspects, e.g. around production.

**Tanzania's** Coffee Industry Development Strategy is not a specific sustainability strategy, but includes relevant aspects such a value chain development.

**Vietnam's** Coffee Sector Vision has a clear target on sustainable coffee which has been endorsed by the Vice Minister of Agriculture and Rural Development.

**Indonesia** has a Coffee Roadmap 2016 -2045 and additionally, the Indonesian government is developing the Indonesia Sustainable Coffee (ISCoffee) concept.

Out of the ten Sustainable Development Goals relevant for the coffee sector the following have been prioritised per country:

Country / SDG	Peru	Honduras	Colombia	Brazil	Uganda	Tanzania	Vietnam	Indonesia	Ranking
1 – No poverty	x			x	x			x	3
2 – Zero hunger		x		x	x	x	x	x	1
4 – Quality education	x	x	x	x					3
5 – Gender equality	x				x	x			4
6 – Clean water and sanitation			x	x	x		x		3
7 – Affordable and clean energy									-
8 – Decent work and economic growth		x	x	x					4
12 – Responsible consumption and production	x	x	x				x	x	2
13 – Climate action		x	x		x	x	x		2
15 – Life on land	x						x		5

Therefore, SDGs 2 and 12 and 13 seem the most important ones among the seven countries (*note: Indonesia and Tanzania rated 3 rather than 5 SDGs as in the other country consultation workshops*).

### **The eight countries and Vision 2020**

Regarding the priority topics of Vision 2020, all six have been endorsed in the respective country events. However, in the case of **Honduras**, it was highlighted that the country is amongst the ones most vulnerable to climate change impacts in Central America. As additional priorities food security, i.e. access to sufficient, safe and nutritious food, as well as entrepreneurship have been identified. The latter relates to diversifying income through setting up own small businesses; where possible especially among younger people and women.

In the **Colombian** context, access to finance is not a priority as local banks provide competitive facilities to coffee farmers and companies. For additional priorities, productivity and cost efficiency as well as the labour market and working conditions are suggested.

In **Brazil** the national platform (NAB + BWG) and a National Sustainability Curriculum (NSC) already exist. The priority of collaboration between sustainability standards is already partially happening as part of the BWG.

In **Uganda** the topics of gender and youth as well as climate change are considered to be not only relevant for the coffee sector, but also for other sectors. Thus cross-sector alignment might be beneficial.

For the **Tanzanian** context it was highlighted, that areas of synergy between GCP's priorities and the national strategy should be identified and then aligned alongside the existing sector priorities. For a start the issue of a National Platform as well as a National Sustainability Curriculum are the two topics highly relevant.

In **Vietnam** youth is a priority, rather than gender. In addition, domestic consumption and market access have been identified as priority areas.

In the case of **Indonesia** youth and gender, are not considered a priority for the short term planning, but rather considered cross-cutting issues in the Coffee Roadmap. Climate change adaptation and mitigation were highlighted in addition.

For future exchange with GCP the countries prioritized the following options:

Country / Option	Peru	Honduras	Colombia	Brazil	Uganda	Tanzania	Vietnam	Indonesia	Ranking
Regular contact and mutual updates	x			x		x		N/A	4
Collaboration on access to additional co-funding	x		x	x	x	x	x	N/A	1
Access to GCP's Knowledge Hub		x	x	x	x		x	N/A	2
Being able to provide input to ICO meetings and discussions								N/A	-
Being able to send a national platform representative to the National Platform Advisory Board of GCP			x	x	x	x	x	N/A	2
Providing input on GCP's strategy and direction			x	x	x		x	N/A	3
Technical exchange with other coffee producing countries		x						N/A	5

Collaboration on access to additional (co-) funding is the most important option for future exchange followed by access to GCP's Knowledge Hub and being able to send a national representative to

GCP's National Platform Advisory Board (*note: „note: Indonesia's workshop did not collect answers to this question.“*)

## 3. RESULTS PER COUNTRY

### 3.1. Peru

#### **National sustainability strategy for the coffee sector**

Peru has not yet formulated a national coffee strategy. So far sustainability has mainly been promoted through public-private initiatives without a common agenda or common goals, though their focus has broadly been on quality, productivity and / or certification. Monitoring and evaluation of such interventions so far depended on the requirements of the respective funder(s) and have hardly been published.

However, in 1998, a strategic coffee sector plan was formulated. In 2003 and 2004, the National Coffee Council (CNC – Consejo Nacional de Café) was founded by the Junta Nacional del Café (JNC – National Board of Coffee), the Camara Peruana del Café y Cacao (Peruvian Chamber of Coffee and Cacao), and the Government (*Ministerio de Agricultura y Riego - MINAGRI*). Furthermore, in 2014 the Direction of Monitoring and Assessment for the Implementation of Agricultural Policies was created, which may play a future role in implementing sustainability aspects but has not done so, yet.

For a national coffee sustainability strategy, the following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): No poverty (SDG 1), Quality education (SDG 4), Responsible consumption and production (SDG 12), Life on land (SDG 15), Gender equality (SDG 5). Furthermore, SDG 17 Partnerships for the Goals and SDG 16 Peace, Justice and Strong Institutions seem to be a pre-requisite and highly important in the Peruvian context.

#### **Peru and Vision 2020**

For the Peruvian coffee sector, the agenda priorities of Vision 2020 are all considered relevant. The following aspects have been highlighted in this regard:

##### **National platforms:**

The Peruvian Sustainable Commodity Assistance Network (SCAN Peru; <http://www.scanprogram.org.pe>), composed of coffee (and some cocoa) stakeholders is considered a suitable existing platform for work around Vision 2020. Strengthening SCAN Peru would be necessary and / or clarifying the roles of other existing platforms.

It is strongly recommended that CNC should be the space to facilitate the coffee dialogue at the political level, however it must include other producer organizations supported by the Government but not supported by the Junta neither the Camara. In some cases, international interventions seem to be dispersing existing institutions and interventions, especially in the absence of a common national agenda, e.g. SCAN Peru and the Coffee National Platform currently being set up by the Green Commodities Program of UNDP.

**National sustainability curricula (NSC):** SCAN Peru is already delivering technical assistance to coffee farmers. Therefore, they seem a good fit for future work around a NSC. Further stakeholders could feed into its development and prioritize and collaborate accordingly; based on clearly defined workstreams and roles; this includes the new Coffee National Platform by the Green Commodities Program of UNDP

For future exchange, regular contact and mutual updates through GCP / ICO on coffee sustainability statistics, project information (stakeholders, goals, budgets) and technical information as well as collaboration on access to additional co-funding for national Vision 2020 priorities are desired.

## 3.2. Honduras

### **National sustainability strategy for the coffee sector**

Honduras does not yet have a proper national coffee strategy. In 2003, a Coffee Policy was developed by the National Coffee Council (CONACAFE), the Ministry of Agriculture (SAG) and IHCAFE (Honduran Coffee Institute). The policy touches upon increasing productivity, quality differentiation and environmental sustainability, improving linkages between production and processing, ethical conditions and fair participation in the value chain, achieving international recognition on coffee quality and improving income levels. Based on this policy IHCAFE developed its own strategic 5-year-plan, but did so individually and without sharing it with Honduran coffee stakeholders until now. Therefore, there is little awareness around this plan and there are many different efforts on sustainable Honduran coffee mainly by private coffee stakeholders in collaboration with NGOs and standard systems.

For a national coffee sustainability strategy, the following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Zero hunger (SDG 2), Quality education (SDG 4), Climate action (SDG 13), Decent work and economic growth (SDG 8), Responsible Consumption and Production (SDG 12). Furthermore, SDG 9 Industry, Innovation and Infrastructure was highlighted by the exporters, considering the current situation of the Honduran coffee sector: processing at farm level as well as general infrastructure need to be improved substantially to enhance competitiveness of the sector.

### **Honduras and Vision 2020**

All six Vision 2020 agenda priorities are considered relevant in the Honduran context. It was highlighted that Honduras is amongst the countries most vulnerable to climate change impacts in Central America. As additional priorities food security, i.e. i.e. access to sufficient, safe and nutritious food, as well as entrepreneurship have been identified. The latter relates to diversifying income through setting up own small businesses; where possible especially among younger people and women.

For future exchange, access to GCP's Knowledge Hub, being able to provide input to ICO meetings and discussions as well as technical exchange with other coffee producing countries, as Colombia and Peru, are desired. Updating and adjusting the current coffee policy in a participatory and inclusive manner seems a very important step towards more sustainability in the sector.

### 3.3. Colombia

#### **National sustainability strategy for the coffee sector**

Colombia does not yet have an explicit national coffee sustainability strategy representing the entire sector. The Sustainable Trade Platform (STP) together with the National Coffee Federation (FNC), the national exporting association, Asoexport, and further national key coffee actors developed a Sustainability Declaration for Colombian Coffee, for the period 2012-2016. The main focus of this declaration is/was on production and sales of sustainable coffee, with priority work streams on soil management, production costs, water use (post-harvest), climate change and alignment of sustainability standards. The defined targets, namely:

“60% of the coffee produced in Colombia will be sustainable by 2016” & “2 million bags (60kg) of sustainable coffee will be sold”

have been met (monitoring mechanisms are in place) and STP is currently proposing to develop a Sustainable Coffee Vision for Colombia up to 2020 representing the interests of producers as well as the private and public sector. Furthermore, a proposal was presented to SCP to work on Soil Management in Colombia at national level. Due to the lack of a Memorandum of Understanding between the Sustainable Trade Initiative (IDH) and FNC the proposal was so far postponed, though.

The following challenges have been encountered in the implementation of the sustainability declaration:

- Lack of coordination and confidence/trust among actors
- Duplication of sustainability initiatives generating inefficiencies and confusion. Limited coordination of cross-sector and intra-sector programmes, promoting competition and fragmentation of sustainability agendas.
- Poor quality of technical assistance resulting in a weak support to producers
- Proliferation of multi-certified value chains affecting investment and performance and subsequently impacting on the livelihoods of farmers and workers
- Limited impact of climate change initiatives

For a national coffee sustainability strategy, the following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Responsible Consumption and Production (SDG 12), Decent work and economic growth (SDG 8), Quality education (SDG 4), Climate action (SDG 13), Clean water and sanitation (SDG 6).

#### **Colombia and Vision 2020**

All six Vision 2020 agenda priorities are considered relevant in the Colombian context, whereby access to finance is not a priority as local banks provide competitive facilities to coffee farmers and companies. In addition, productivity and cost efficiency as well as the labour market and working conditions are suggested.

For future exchange, being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP’s strategy and direction, being able to access additional co-funding for national Vision 2020 and having access to GCP’s Knowledge Hub are desired, whereby especially the first two aspects are strongly recommended.

Some questions that came up during the consultation are still left to be clarified, such as the interaction of the Baseline Common Code and the NSC or existing market commitments to GCP. Furthermore, some explicit recommendations were given:

**GCP governance / membership:** It was recommended to open representation at GCP level to national platforms that are fully representing the sector. It would not make sense for STP members to become individual members as STP is well established and the process would be more efficient, as the ethos and possibly some of the objectives of both initiatives will overlap.

**Market:** Working with the market and securing commitments from international buyers and roasters that go beyond buying sustainable volumes are important. They should develop sustainability objectives and invest into their value chains.

**Balancing power:** It is very important that GCP balances power between politics and market forces as well as from actors that interact in the sector. This is one of the principles of the STP that should be reflected in any GCP activities in Colombia.

The Sustainable Coffee Vision for Colombia up to 2020 seems a good fit for GCP to support.

### 3.4. Brazil

#### **National sustainability strategy for the coffee sector**

The coffee sector in Brazil is highly organized with several private entities participating alongside the government. The central one is the Deliberative Council of Coffee Policy (CDPC) – a public-private joint committee of the Ministry of Agriculture, Livestock and Supply (MAPA) responsible to formulate the national coffee strategy. So far it does not have a specific focus on sustainability aspects. To address the absence of a national sustainability strategy for the coffee sector the Sustainable Coffee Programme (SCP) helped to establish the National Advisory Board (NAB) in 2014 and Brazil Working Group (BWG) in 2013, which in turn led to some coordinated sustainability interventions. Among these interventions is a National Coffee Sustainability Curricula.

For a national coffee sustainability strategy, the following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Clean water and sanitation (SDG 6), No poverty (SDG 1), Quality education (SDG 4), Zero hunger (SDG 2), Decent work and economic growth (SDG 8).

#### **Brazil and Vision 2020**

The Vision 2020 agenda priorities are considered relevant in the Brazilian context, whereby the national platform (NAB + BWG) and a NSC already exist. The priority of collaboration between sustainability standards is already partially happening as part of the BWG. Therefore, this topic was not discussed during the consultation workshop, though it is of relevance in the Brazilian context.

For future exchange, regular contact and mutual updates through GCP and/or ICO, having access to GCP's Knowledge Hub, being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction as well as being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners are desired.

Further and continuous consultation is proposed for the future steps of GCP in Brazil.

### 3.5. Uganda

#### **National sustainability strategy for the coffee sector**

The Uganda Coffee National Coffee Strategy is owned the Uganda Development Authority. A consultant developed this strategy based on sector consultations and a revision of the Agricultural Sector Development Strategic Implementation Plan. It has been approved by the government in 2015 and officially launched in 2016. A National Coffee Strategy Communications Technical Working Group was established in May 2016 and a marketing plan developed to disseminate the National Coffee Strategy. In the meantime, the Ministry of Agriculture has also developed a new National Agricultural Extension Strategy, although not coffee specific, providing for an increase in extension support staff and information dissemination, which is likely to fall still short of extension needs of Uganda's 1.7million coffee growing households. The strategy has four pillars: 1) Productivity and Production, 2) Quality and value addition, 3) Market development and intelligence and 4) Institutional Development and Accountability. Each pillar is broken down into goals and targets.

The following foreseen risks have been identified in the strategy:

- Systemic issues related to the government: slow bureaucratic structures and decision making, lack of flexibility to innovate, presidential directives over consultative planning processes, and shifting budgetary priorities.
- National Coffee Platform as a voluntary platform lacks a legal status, is underfunded and has limited capacity to advocate strategically on issues with the government.
- Elders leading the debate as land owners and investors with many years of economic/business experience and knowledge in contrary to the youth who are considered to have more capacity for change and innovation and can better adapt to the speed of changing environments, yet lack strategic thinking capacity.

For a national coffee sustainability strategy, the following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Zero hunger (SDG 2), No poverty (SDG 1), Climate action (SDG 13), Gender equity (SDG 5) and Clean water and sanitation (SDG 6).

#### **Uganda and Vision 2020**

All six Vision 2020 agenda priorities are considered relevant in the Ugandan context, whereby the topics of gender and youth as well as climate change are considered to be not only relevant for the coffee sector, but also for other sectors. Thus cross-sector alignment might be beneficial. The existing coffee sustainability strategy already touches upon the Vision 2020 agenda priorities in some way or another.

For future exchange, being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners, having access to GCP's Knowledge Hub and being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction are desired.

Further information around GCP's institutional linkages with ICO should be clearly communicated, detailing how the platform engages with the private sector consultative board of ICO. Participants understood that GCP currently engages with ICO on a case by case basis only, so the question arose by when GCP will gain full observer status at ICO (similar to AFCA).

In addition, the need to incorporate a clear strategy for harmonization of the different sustainability strategies, which some stakeholders have already invested in, was pointed out.

## 3.6. Tanzania

### **National sustainability strategy for the coffee sector**

The Tanzania Coffee Industry Development Strategy 2011/2021 was developed by the Tanzanian Coffee sector, led by Tanzania Coffee Board and ratified by the stakeholders. The National Coffee Conference resolved to develop a national coffee strategy. This strategy was first developed as a draft by a consultant based on consultation with stakeholders in eight production zones as well as at a national level workshop. The draft was endorsed by eight zonal stakeholder platforms and a final National Coffee Stakeholder Conference (NCSC) workshop. Finally, the strategy was ratified by the National Coffee Conference. The goal of the strategy is to increase national coffee production and quality so as to improve incomes for the entire value chain, particularly coffee farmers by 2021. It therefore has production and productivity, but also value chain efficiency improvement, quality improvement and promotion of Tanzanian coffee including exploring new market opportunities as priorities. The following targets are set for 2021:

- To increase annual clean coffee production from 50,000mt to 100,000mt
- To increase the share of coffee sold with price premiums from 35% to 75% of total volume exports
- To achieve the farmers' share of net FOB price on coffee exports to be at least 75%

So far, challenges identified in achieving these targets are the need for significant investment, the geographical dispersion of the mainly smallholder farmers and the lack of a price incentive for good qualities and to enable farm investments by the producers.

The following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Zero hunger (SDG 2), Gender equality (SDG 5) and Climate action (SDG 13).

### **Tanzania and Vision 2020**

The six Vision 2020 agenda priorities are considered relevant in the coffee sector, however only the topics “National Platforms” and “NSC” are specifically important for the coffee sector. Coffee standards are not perceived to be very active in Tanzania, but having them in mind through the NSC might be a good option. The other three topics are considered cross-cutting and the recommendation is to focus first on the core issues as laid out in the Tanzanian national strategy (see above). Therefore, areas of synergy between GCP’s priorities and the national strategy should be identified and then aligned alongside the existing sector priorities. Without a co-ordinated push and public and private sector investment coffee farming will not be profitable for smallholder farmers and competing cash crops will prevail. Currently a process to review the implementation of the national strategy is starting and the findings of this process, alongside the unfolding 5th phase of governmental agriculture policy are going to influence the engagement with GCP.

For future exchange, regular contact and mutual updates through GCP and/or ICO, being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction and being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners are desired.

Additionally, it was highlighted, that the sector feels it should start with the existing structures and institutions, including the farmers and their organizations and work together to change the mindset / develop a joint vision.

### 3.7. Vietnam

#### **National sustainability strategy for the coffee sector**

Vietnam's Coffee Sector Vision up to 2020 has the goal for Vietnam to become one of the leading countries producing sustainable, high quality and high value Robusta coffee. This strategy was developed by the Vietnam Coffee Coordinating Board (VCCB). With the support of GCP and ICO, a consultation workshop was organized to consult on the national strategy by 2020 where 70 representatives from both public and private sector including farmers, farmer organizations, traders, industry, civil society, research institutes, and other chain actors participated. After the consultation workshop, the comments of all representatives have been updated to the national strategy 2020 and submitted to GCP. The strategy received endorsement of the Vice Minister of Agriculture and Rural Develop (VCCB Chairman). Vietnam's Coffee Sector Vision prioritizes on the management of proper use of agrochemicals, quality management during and post-harvest, water management, agroforestry and coffee landscape planning, market development, production and market organization and developing a public-private governance mechanism for the coffee sector.

By 2020 the strategy states the following targets:

- Stabilizing coffee growing areas to about 600,000 hectares in areas with favourable conditions, adequate water resources, therein 85% of the area following the baseline code
- Increasing total production quantity to 1.4 million tons per year
- Increasing quality with at least 25% of coffee showing 50% less defects
- Reducing the carbon footprint of the sector
- Increasing high quality coffee domestic consumption to 15% of total production

Climate change, weak governmental capacities as well as the fragmented structure of the small-scale farmers (90% of the sector is small-scale farming) have been identified to potentially cause challenges in the implementation of the strategy.

The following Sustainable Development Goals (SDGs) have been prioritized during the consultation workshop (in order of importance): Climate action (SDG 13), Responsible consumption and production (SDG 12), Zero hunger (SDG 2), Clean water and sanitation (SDG 6), Life on land (SDG 15).

#### **Vietnam and Vision 2020**

All six Vision 2020 agenda priorities are considered relevant in the Vietnamese context, whereby on the thematic area gender and youth gender is not a priority area but youth. In addition, domestic consumption and market access have been identified as priority areas.

For future exchange, being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners, being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction as well as having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools) are desired.

Furthermore, the timeframe of up to 2020 is considered a short-term goal and many targets may not be met up to then. GCP should prepare and build rather a Vision 2030. GCP is also expected to link up with global programs and financial resources to support the global coffee sector, including Vietnam.

### 3.8. Indonesia

Due to organizational constraints, no formal Vision 2020 workshop like in the other origins was organized in Indonesia. Instead, a meeting called by the Coordinating Ministry of Economic Affairs discussed rolling out the Indonesia Coffee Roadmap and how to integrate Vision 2020 into this strategy. The 30 participants included representatives from three relevant ministries (Economic Affairs, Agriculture, Industry), as well as GAEKI, AEKI, SCAI, SCOPI, ICCRI, Agriculture Research Institute, VECO (NGO) and GCP staff.

#### **National sustainability strategy for the coffee sector**

The government of Indonesia has been working on a National Coffee Strategy for some time, which it calls the Coffee Roadmap. Similar strategies for other commodities in Indonesia (e.g. palm oil) are already developed further and are taken as an example.

The Indonesia Roadmap runs from 2016 to 2045, and is divided into a short-term, mid-term and long-term plan, with initial activities expected to start still this year. At the meeting it was suggested to create a small Task Force to get the ball rolling.

Priorities for the government are the growing local demand which threatens to outstrip production in the (near) future as well as restructuring of the fragmented Indonesia coffee sector, tightening the sometimes very loose and long lines between primary producers and exporters and roasters.

In parallel, the Indonesian Government is developing the Indonesia Sustainable Coffee (ISCoffee) concept. ISCoffee was introduced in 2012 as a draft. The concept was piloted in several projects, but the process has not yet been finalized. The government wants to benchmark ISCoffee with 4C compliant coffee, however this activity is only just starting (at initial and brainstorm ideas stage). A lot depends on roasters' and exporters' commitment to a benchmarked coffee, especially in terms of (premium) prices offered for such a product.

Awareness in Indonesia about sustainability issues is still rather limited, and SDGs were not specifically discussed. However, the priorities set by the government fit with the following SDGs: Raising productivity and quality and farmers business empowerment in line with the SDGs Poverty reduction, Zero hunger, Industry, Innovation and Infrastructure, Responsible consumption and protection and partnership for the goal.

#### **Indonesia and Vision 2020**

Most of the issues identified on the Vision 2020 agenda are relevant for Indonesia, and are in fact covered in the Coffee Roadmap, with exception for climate change adaptation and mitigation as well as youth and gender, which are not considered a priority for the short term planning, but rather considered cross-cutting issues in the Coffee Roadmap.

The roadmap still needs to be updated and fine-tuned, and this might offer opportunity to add still more V2020 elements into the strategy. The Government aims to start implementing the Roadmap still this year, and the GCP Country Plan can be one supporting element in realizing Vision 2020 in Indonesia through incorporation in the Coffee Roadmap and working through the Sustainable Coffee Platform of Indonesia (SCOPI) as the recognized National Coffee Platform.

## ANNEX: ORIGINAL COUNTRY INPUTS

### Workshop details

Country	Peru
Date of the workshop	July 19th, 2019
Organizer of the workshop	Guillermo Beloso-GCP and some logistics support by SCAN Platform Peru
GCP representatives present during the workshop	Guillermo Beloso/Regional Manager

### Feedback from Vision2020 Consultation

#### Question 1. Which goals, targets and timeframe does your national coffee sector (sustainability) strategy cover?

Goals:	Timeframe
There is not a national strategy for the coffee sector. There are public-private initiatives to promote the sustainability in coffee production, without a common agenda or common goals. However, some common goals can be: productivity, traceability, climate change, technological innovation, associativity, etc. Most projects do not last more than 3 years. There are not strong monitoring and assessment systems. Each project include strategic actions according the fund origin and implementer approach, and have been more focused in quality and certification issues, sometimes have involved good agricultural practices in a general approach.	not applicable
Targets:	not applicable

#### Question 2. How has your national coffee sector strategy been developed?

Name of the national coffee strategy:	not applicable
Owner of the national coffee strategy:	not applicable

Shortly explain the process:

In 1998, a strategic coffee sector plan was formulated. In 2003 and 2004, the coffee sector advanced developing the National Coffee Council (NCC), based in a new document of the coffee value chain, according to a consensus framework, this NCC is constituted by the Junta, the Camara, and the Government/MINAGRI. Despite these efforts, the implementation is still a pending task. Then, a national coffee strategy must be updated under an inclusive process. However, strategic actions from the different coffee stakeholders have been implemented in this period. Quality and Productivity are the most remarked issues. The quality and certification actions are funded and led by the private sector, the cooperatives and the export companies mainly, and the few activities about productivity have more funded and led recently by the MINAGRI (Ministry of Agriculture). Other issues implemented through the projects are: market promotion, associativity, innovation, standards or coffee production rules. Some responsible entities are: MINAGRI, PROMPERU, MINCETUR, MEF, international cooperation, regional governments, alternative development projects (DEVIDA), export companies, cooperatives, the Junta, the Camara.

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy? Who does what, and who finances what? (public sector, coffee farmers, processors/exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)**

Priorities	What is being done to achieve this?	By who?	Who pays for it?
There is not strategy, but stakeholders have some priorities			
Quality	Coffee cupping, training	Cooperatives, exporters, the Junta, and the Camara	Cooperatives, exporters, the Junta, and the Camara
Productivity	Technical assistance, training materials, assistance to have access to seeds, fertilizers and others	Government, Junta Nacional del Cafe, Export companies, cooperatives, NGOs	Producers, Cooperatives, Export companies, JNC, NGOs, Donors, Government
Market promotion	Participation in SCAA, implementing the Expo Café yearly, the National Quality Coffee Competence, the Annual Camara Convention, these have been private sector initiatives	Government, Junta Nacional del Cafe, Camara Peruana del café y Cacao, Export companies, cooperatives, NGOs	Producers, Cooperatives, Export companies, JNC, Camara Peruana del café y Cacao, NGOs, Donors, Government
Associativity	Training	Producer organizations	Producer organizations
Innovation			
Coffee production rules			

**Question 4. Did you encounter any roadblocks/challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?**

Roadblocks/challenges	What is needed to remove these?

There is not strategy, but stakeholders have their own strategies, or some of them strategic actions	Develop the national coffee strategy
There have been intersectoral dialogues, however there is a lack of joint implementation of the agreements and proposals.	Enhance the development of the institutions related to the coffee sector
Lack of national coffee strategy or national coffee policy	It is needed the willingness to implement a public-private mechanism, the governance of the National Coffee Strategy through a consensus, not just to develop the national coffee strategy itself
Lack of confidence within the stakeholders	
Eagerness to prominence from many stakeholders instead of collaborate	Strong leadership in the coffee sector: neutral, professional, genuine, confident
Fragmentation of initiatives	
No access to credit	It is needed to establish adequate requirements to access to credits (collaterals, property ownership issues), and also the credit delivery conditions (interest rates). Identify financial resources according to the social, cultural and financial reality of the producer and farmer organizations
Absence of institutionality	
Low national coffee consumption	

**Question 5. How do you measure progress against your defined goals and targets? What are the indicators being used? Who is responsible for tracking progress?**

Goals	Measurement mechanism	Indicators used
There is not a national strategy for the coffee sector. The different coffee stakeholders have their own strategies and goals, some examples are	not applicable	not applicable
Productivity	Custom export volumes, regional coffee data, national coffee census, data from the certification bodies and standard organizations	Production bags per hectare, export bags, production hectares, number of producers
Quality	The main mechanism is the National Coffee Quality Competition, promoted by the Junta and the Camara, during the ExpoCafe, which 7th edition will be this October 21st-25th. Other mechanism is the Cup of Excellence, promoted by USAID and Asociacion Cafe Peru, since this second mecanism is	SCAA & CQI standards in the National Coffee Quality Competition, as the main mechanism. And the score ranking in the case of Cup of Excellence competitions, where applicable.
Traceability		
Climate change		
Technological innovation	Budget in TI projects, tax reduction	Coffee organizations with tax reduction due to TI

		Average of years of the existence of export organizations (# of organizations), some exporters just disappear from the coffee market
Associativity	New organizations	
Target		
<copy paste from question 1>		
Notes: At a national level, the Direction of Monitoring and Assessment for the Implementation of Agricultural Policies was created in 2014. In the past, it has not implemented a progress evaluation. There are some indicators used in the Institutional Operation Plans by the Governmental agencies. The private sector - exporters and cooperatives - has some indicators related to certification and traceability.		

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs	Addressed in current coffee sector priorities?	Comments (how would/do you address)
1 Goal 1: No poverty	no	There is not a national strategy for the coffee sector
2 Goal 4: Quality education	no	no strategy
3 Goal 12: Responsible consumption and production	no	But addressed at a certain extend through the diverse projects implemented by the stakeholders
4 (optional) Goal 15: Life on land	no	no strategy
5 (optional) Goal 5: Gender equality	no	no strategy

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
National Platforms	yes	Strengthen the current SCAN Platform, or clarifying the roles of platforms

		This can be addressed within the SCAN Platform, stakeholder can prioritize and collaborate. Platforms should have clear roles, if they stay as permanent, they might have a role as observatories, facilitators, supporting the concertation and following up the implementation
National/ Coffee Sustainability Curricula	yes	
Climate Smart Agriculture	yes	idem
Gender & Youth	yes	La JNC has promoted the Gender & Youth issues, as well as, the SCAN Platform, where the JNC is a member too
Financial Literacy & Access to Finance	yes	The JNC have worked to promote the access to credits
Consejo Nacional del Café CNC (National Coffee Council): Minagri, Camara and Junta	yes	comments about that the Consejo Nacional del Café must be the space to promote the coffee dialogue, sometimes the international cooperation is dispersing the actions and the institutionality, much more when there is not a country common agenda. For instance, now the Peruvian coffee

<Suggestion for additional priority>		
<Suggestion for additional priority>		

<b>Question 8. Going forward, <u>what kind of (information) exchange</u> between your country platform and the global level would you appreciate</b>	
Select preferred kind of information exchange (multiple options possible):	Room for comments
Regular contact and mutual updates through Global Coffee Platform and/or ICO;	Exchange sustainable coffee statistics, project information (stakeholders, goals, budgets), technical information
Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners	Include relevant donors in the international workshop

<b>Question 9. Do you have <u>any other recommendation</u> or input on the further development of Vision2020?</b>
<p>All the SDGs are quite important and relevant for the Peruvian coffee sector, as well as, the priorities of the Vision 2020 mentioned above. However, the SDG 17 Partnerships for the Goals, is high important and strategic to achieve the SDGs as a whole. Also, the participants consider the SDG 16 Peace, Justice, and Strong Institutions high relevant to the Peruvian coffee sector context. Participants recommend to include, key and relevant national and international donors, to participate in the international workshop. The Camara recommends that the Consejo Nacional del Café must be the space to promote the coffee dialogue, the Camara says the international cooperation is dispersing the actions and the institutionality.</p>

## Participation list

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## Workshop details

Country	Honduras
Date of the workshop	July 12th, 2016
Organizer of the workshop	Guillermo Beloso & Miguel Alvarez Welchez
GCP representatives present during the workshop	Guillermo Beloso-Regional Manager

## Feedback from Vision2020 Consultation

<b>Question 1. Which <u>goals, targets and timeframe</u> does your national coffee sector (sustainability) strategy cover?</b>	
Goals:	Timeframe
There is a "Coffee Policy" since 2003 led by the CONACAFE (mainly the Honduran Government through the implementers: IHCAFE (Honduran Coffee Institute and Natioal Coffee Fund).	no timeframe
General goals: Increase productivity, quality differentiation and environmental sustainability; Improve linkages between production and processing; Ethical conditions and fair participation in the value chain; and, achieve international recognition on the quality and improve the incomes.	no specific timeframe (long-term)
Priority areas: Human development & Gender recognition, Natural resources and biodiversity; Productive innovation & technological change; Added value, commercialization & promotion; Coffee production institutionalization, and citizen participation.	
Targets:	
There are not targets	no timeframe
Note: Strategic actions have been implemented by export companies through projects and certification system in partnership with roasters, traders and NGOs, most of the times with very structured progress assessment	

<b>Question 2. <u>How</u> has your national coffee sector strategy been developed?</b>	
Name of the national coffee strategy:	Policy framework for the technological innovation and the competitiveness

Owner of the national coffee strategy:	CONACAFE (National Coffee Council)
Shortly explain the process:	
<p>This Coffee Policy was developed in 20003, and was based in the outcomes and recommended actions from the Study of the Honduran Coffee Value Chain, conducted by the CONACAFE, the SAG (Ministry of Agriculture) and the IHCAFE (Honduran Coffee Institute), with the technical support of IICA (InterAmerican Institute for the Agriculture Cooperation), and the financial support of USAID. After the Coffee Policy development, the IHCAFE made its Strategic Plan for 5 years, but this was not consensual or disclosed with the Honduran coffee stakeholders, until now. There is not awareness from the coffee stakeholders, mainly because they are not informed, lack of communication at all levels. So, there are disperse efforts through the implementation of projects on sustainable coffee practices and investments led by the stakeholders.</p>	

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy? Who does what, and who finances what? (public sector, coffee farmers, processors/**

Priorities	What is being done to achieve this?	By who?	Who pays for it?
Human development & Gender recognition	a little	IHCAFE plus national and international NGOs	Coffee producers (through coffee production fees) and international funding
Environment, natural resources and biodiversity	a little	Sustainability Standards and NGOs	Coffee producers and international funding
Productive innovation & technological change	almost nothing	IHCAFE did it up 2002, then the IHCAFE was privatize.	Currently there are not funds allocated
Added value, commercialization & promotion	More work on promotion and marketing (i.e. National and International competitions and events, Cup of Excellence, SCAA, SCAE, SCAJ, etc). There are many coffee production and processing rules but are not enforced.	IHCAFE plus national and international NGOs	Coffee producers (through coffee production fees) and international funding

Coffee production institutionalization, and citizen participation	almost nothing	There is not an entity with a coordination role, as a platform or a round-table, inclusive and bottom-up developed, where the different coffee stakeholders can converge, and find solutions to common sustainability coffee issues, there is not a common coffee agenda.	Currently there are not funds allocated
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<b>Question 4. Did you encounter <u>any roadblocks/challenges</u> to the implementation of your coffee strategy? What would enable you to remove these roadblocks?</b>	
Roadblocks/challenges	What is needed to remove these?
The CONACAFE should be re-structured to achieve more participation and more inclusivity	Political incidence from the diverse base of coffee stakeholders
There is not an inclusive and participatory coffee stakeholders round-table or platform to enhance the sector coordination	Political incidence from the diverse base of coffee stakeholders and financial support and cooperation
Technical staffs from the export companies, cooperatives and IHCAFE need to be trained and have access to sustainable coffee practices, tools,	More alignment and cooperation
Lack of financial resources allocated in a smart way according to the necessities of the Honduran coffee sector reality	More alignment and cooperation

<b>Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?</b>		
Goals	Measurement mechanism	Indicators used

Increase productivity, quality differentiation and environmental sustainability	Production & Export statistics	Number of export coffee bags per hectare (quintales por manzana)
Improve linkages between production and processing	There are not	There are not
Ethical conditions and fair participation in the value chain	There are not	There are not
Achieve international recognition on the quality and improve the incomes	Cup of Excellence and SCAA competition	Ranking of Honduran coffees
Target		
There are not targets	no	no
NOTES: Export companies (related to international traders) have their own reporting systems to measure the progress and report to society (i.e.: Ecom, Olam, Volcafe, etc)		

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs		Addressed in current coffee sector priorities?	Comments (how would you address them?)
1	Goal 2: Zero hunger	no	See answers to questions 1, 2, 3, 4, 5
2	Goal 4: Quality education	no	idem
3	Goal 13: Climate action	no	idem
4 (optional)	Goal 8: Decent work and economic growth	no	idem
5 (optional)	Goal 12: Responsible consumption and production	no	idem

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
National Platforms	yes	There is not an entity with a coordination role, inclusive and bottom-up developed, to find solutions to common sustainability coffee issues, no a common coffee agenda.
National/ Coffee Sustainability Curricula	yes	Each organization has its own sustainable coffee practices, working separately

Climate Smart Agriculture	yes	Honduras is one of the most vulnerable countries re climate change adaptation, some studies says the most vulnerable in Central America
Gender & Youth	yes	Women mean 23% of the coffee sector, but with small or none participation in the decisions. Coffee young people is migrating to other countries or partnering the local gangs ("maras") due to the lack of opportunities
Financial Literacy & Access to Finance	yes	Appropriate training is urgently needed focused in independent farmers and farmer organizations (cooperatives, associations, etc.)
Collaboration between Sustainability Standards	yes	It is needed the promotion of standard benchmarking schemes
<Suggestion for additional priority>	yes	Food safety projects and entrepreneurship
<Suggestion for additional priority>		
<Suggestion for additional priority>		

<b>Question 8. Going forward, <u>what kind of (information) exchange</u> between your country platform and the global level would you appreciate</b>	
Select preferred kind of information exchange (multiple options possible):	Room for comments
Having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)	Coordination entity, as a platform, can be needed to enhance and coordinate the access
Being able to provide input to ICO meetings and discussions etc)	GCP can support the Honduran coffee stakeholders and Government to collaborate and coordinate efforts to advance with a common coffee agenda in Honduras
Other	Technical exchange with other coffee producing countries, as Colombia and Peru

**Question 9. Do you have any other recommendation or input on the further development of Vision2020?**

Vision 2020 Workshop participants in Honduras agreed that develop an updated and adjusted version of the current "Coffee Policy" in a participatory and inclusive process must be achieved, with the participation of all the coffee stakeholders, and technical assistance organizations, service providers, as well as, local and international financial organizations. During the discussions, the SDG 9 Industry, Innovation and Infrastructure was remarked by the exporters, considering the current situation of the Honduran coffee sector in this area, however when the participants analyzed them deeply, this SDG 9 received a lower score than the final highlighted.

## Participation list

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## Workshop details

Country	Colombia
Date of the workshop	July 21st, 2016
Organizer of the workshop	GCP & Solidaridad
GCP representatives present during the workshop	Guillermo Beloso

## Feedback from Vision2020 Consultation

<b>Question 1. Which <u>goals, targets and timeframe</u> does your national coffee sector (sustainability) strategy cover?</b>	
Goals:	Timeframe
Productivity and profitability issues	
Good agricultural practices	
Climate change, adaptation and mitigation	
Soil management	
Targets:	
60% of the coffee produced in Colombia will be sustainable by 2016	2016
Sales of sustainable coffee in Colombia will be 2 million bags (60 kg)	2016

<b>Question 2. <u>How</u> has your national coffee sector strategy been developed?</b>	
<p>Currently, there is not a global coffee strategy that represents the entire sector to work on sustainability issues to 2020. The Sustainable Trade Platform (STP) identified specific sustainability objectives with both FNC and Asoexport for the period 2012-2016. These targets have been successfully met and the STP is currently proposing the development of the Sustainable Coffee Vision for Colombia to 2020. This vision should represent the interests of producers, private and public sector and would be a good fit for GCP to support.</p>	
Name of the national coffee strategy:	Declaración de Sostenibilidad Sector Café en Colombia al 2016
Owner of the national coffee strategy:	Facilitated by Sustainable Trade Platform
<p>Shortly explain the process:</p> <p>Sustainability goals for Colombia were developed jointly in 2012 including views of FNC, Asoexport and key actors of the coffee chain in Colombia. The main focus on these goals was production and sales of sustainable coffee. These goals were subsequently converted into working plans implemented by the sector through 3 building blocks: 1) climate change, 2) market and certification alignment, and 3) producer support. A proposal was presented to SCP to work on Soil Management in Colombia at national level. This proposal was not approved by SCP as a MOU between IDH and FNC wanted to be signed before approval of the proposal.</p>	

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy? Who does what, and who finances what? (public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)**

Priorities	What is being done to achieve this?	By who?	Who pays for it?
Productivity	Renovation with leaf rust resistant/tolerant varieties More than 3 million trees were renovated to 2014 in Colombia	FNC	Private sector + Donors + Coffee farmers
Soil management	Use of soil analysis and adequate fertilizers	Private sector	Private sector + Donors + Coffee farmers
Production costs	Record keeping and inputs use, along with best practices in the field.	Private sector	Private sector + Donors + Coffee farmers
Efficient use of water in post harvest activities	Project of Intelligent use of water, preservation of 25 watersheds in 25 coffee municipalities, with more than 11,000 coffee families of Colombia	FNC, coffee farmers	FNC + Donors + Coffee farmers + Netherlands Enterprise Agency + Private sector (Nestlé + Nespresso)
VSS Coffee Alignment (VSS: Sustainability Voluntary Standards)	Unified scheme to evaluate VSS accomplishment at farm level	Sustainable Trade Platform - Solidaridad	Donors, exporters
Climate Smart Agriculture	4,500 farmers have adopted CSA practices, reduced emissions and increased productivity	Producers, FNC and Solidaridad	Producers, Norad and Solidaridad

**Question 4. Did you encounter any roadblocks/challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?**

Roadblocks/challenges	What is needed to remove these?
Coordination and confidence/trust among actors	This was one of the main challenges faced by the STP since it started the implementation. Now FNC, Asoexport and civil society organisations are able to work together on sustainability issues. It is extremely important that national efforts to enhance collaboration are recognised by GCP avoiding a step back in the sustainability agenda.
Duplication of sustainability initiatives generating inefficiencies and confusion. Limited coordination of cross-sector and intra-sector programmes, promoting competition and fragmentation of sustainability agendas.	The STP has been working for the last 3 years on overcoming this barrier. We should continue to work on improving communication and disseminating key information amongst STP members. The STP needs to have a more systematic approach to learning in the second phase of the initiative (2017-2020).

Quality of technical assistance resulting in a weak support to producers	Greater focus is needed on strengthening existing producer support programmes and extension services to ensure that sustainable practices are adopted in the field. The STP is already working with the majority of technical staff in the sector. Nevertheless, these activities need to be maintained to 2020.
Proliferation of multi-certified value chains affecting investment and performance and subsequently impacting on the livelihoods of farmers and workers	The STP has also worked with the sector to create synergies within certification schemes. An ITC tool was developed and recommendations were made to certification schemes but they not have very willing to take them into account. GCP could support this process from the international arena to promote coordination and avoid duplication amongst standards.
Limited impact of climate change initiatives	Although, Colombia has successful pilot projects supporting producers on climate adaptation and mitigation, these pilots are not delivering impact at sector level. We need greater coordination of pilot projects and a national vision linking climate change and coffee. The Sustainable Landscape model might be a good approach to tackle these issues. The STP has secured funds to work on this model in two regions (Risaralda and Cauca) until 2020.

Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?		
Goals	Measurement mechanism	Indicators used
Productivity and profitability issues	Data collection at pilot projects level through ITC tool. Studies externally commissioned by STP	Volumes per hectare % disaggregation of farm gate costs
Good agricultural practices	Technical Staff from STP partners, coordinated by STP staff	% of technical packages implemented by farmers
Climate change, adaptation and mitigation	Cool Farm Tool	Package of indicators collected including increase in productivity, reduction in carbon emissions, increase of reforested areas, amongst others
Soil management	NA	
Target		
60% by 2016	STP technical secretariat collects data from members and present consolidated figures annually	% of the coffee produced in Colombia with sustainability credentials
2 million bags (60 kg) by 2016	STP technical secretariat collects data from members and present consolidated figures annually	Annual sales of sustainable coffee in Colombia
Note: All indicators listed monitored by STP in partnership with members		

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs	Addressed in current coffee sector priorities?	Comments (how would/do you address)	
1	Goal 12: Responsible consumption and production	Yes	Common sense of responsibilities, practices and rules for all the actors in the value chain with clear incentives towards a responsible production/consumption.  From the Producers side: Integrated management of watersheds, better land use and planning, water resource management, safe and adequate use of agrochemicals. From the Consumers side: Incentives for responsible production linked to responsible consumption amongst standards.
2	Goal 8: Decent work and economic growth	No	Economic incentives to enable bearing extra costs to make informal labour to formal. Making the work in coffee more attractive and decent. Increase awareness amongst the industry about labour issues, as the majority of the focus until now, has been towards producers well-being. Develop national campaign to categorize child labour. Development of business model that makes coffee production economically viable (size of farms and agricultural and management models). Incentives for youth engagement.
3	Goal 4: Quality education	No	Aligning efforts from the technical teams to have an agreed national curriculum. Improve business education of farmers. Facilitate implementation of existing innovation and technology.
4 (optional)	Goal 13: Climate action	Yes	Identification of highly risk zones linked to mitigation/adaptation plans. Social inclusion in the solution of problems. Application of tools and technologies to increase farmers resilience to climate change. Strategies to avoid deforestation and promote reforestation of landscapes.
5 (optional)	Goal 6: Clean water and sanitation	No	Adapt law to the reality in the field. Education and training. Waste water management.

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
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National Platforms	Yes	There is already a national platform working with all stakeholders of the sector. The recommendation is that all GCP activities are implemented through STP ( <a href="http://comerciosostenible.org/en">http://comerciosostenible.org/en</a> ).
National/ Coffee Sustainability Curricula	Yes	As mentioned above, a proposal has been already presented to IDH´SCP to develop a national curriculum on Soil Management. Please refer to proposal submitted in summer 2015.
Climate Smart Agriculture	Yes	The STP has been implementing a CSA programme for the last 3 years in Risaralda in partnership with the FNC. The current plan is to scale up activities in Risaralda and roll out activities in Cauca.
Gender & Youth	Yes	There is a great need to start gender work in Colombia. The FNC and STP have had conversations to: identify the role of women in coffee production in at least 3 representative producing areas in Colombia, develop national gender objectives, and implement pilots of good gender practices. GCP could join efforts to support this priority.
Financial Literacy & Access to Finance	Yes/No	Financial literacy is still needed in Colombia. Access to finance is not a priority as local banks provide competitive facilities to coffee farmers and companies.
Collaboration between Sustainability Standards	Yes	The STP has been developing a multi VSS evaluation tool that enables better and easier farm diagnostic and implementation plan. Please see comment under question 4.
Productivity and cost efficiency	Yes	Economic sustainability is not assured at the moment. Low margins and profit are diminishing the welfare of coffee producers.
Traceability and value distribution	No	
Labor market and working conditions	Yes	There is a shortage of workers or labor force in Colombia, and poor conditions provided to workers. This should be a priority for the sector to 2020.

Question 8. Going forward, <u>what kind of (information) exchange</u> between your country platform and the global level would you appreciate	
Select preferred kind of information exchange (multiple options possible):	Room for comments
Being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction	This was one of the key recommendations made by workshop participants. Participants believe that as the STP is well established and represents the views on sustainability matters from the FNC and private exporters, the National Platform should be fully represented in the GCP board. Please see detailed workshop recommendation in workshop report.
Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners	Again this was one of the key questions and recommendations made by workshop participants. The STP has already secured some funding to 2020, and resources from GCP could join efforts with STP activities. Please see detailed workshop recommendation in workshop report.
Having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)	The STP would benefit from this international Knowledge Hub and is always willing to improving its knowledge and share its tools.

Question 9. Do you have <u>any other recommendation</u> or input on the further development of Vision2020?
<p><u>Outstanding questions:</u></p> <ul style="list-style-type: none"> <li>- How would the Baseline Common Code (reference) and National Curricula interact? Can they be implemented in parallel?</li> <li>- How is the GCP planning to fund non-competitive activities? Does the GCP have resources already secured to work in Colombia? How would these potential funds managed? How could these be accessed by stakeholders?</li> <li>- Is the work of the GCP limited to learning and exchange? Or would the GCP implement initiatives in the field?</li> <li>- Which commitments is the GCP securing from the market?</li> </ul> <p><u>Recommendations from participants:</u></p> <p><b>Governance (recommendation):</b> The participants indicated that in addition to the representation that producers currently have in the GCP board through the FNC, it would also be important to open representation to national platforms that are fully representing the sector. In the case of Colombia, it would not make sense for STP members to become individual members of the GCP. A group membership will be through the STP would make more sense as the STP is well established and work with all the actors nationally. In addition to this, the process would be more efficient, as the ethos and possibly some of the objectives of both initiatives will overlap.</p> <p><b>Market (recommendation):</b> It is essential that one of the focal points of the initiative is working with the market and securing some commitments from international buyers and roasters that go beyond buying sustainable volumes. They should also develop sustainability objectives and invest in their value chain.</p> <p><b>Balancing power:</b> It is very important that GCP balances power between politics and market forces as well as from actors that interact in the sector. This is one of the ethos of the STP that should be reflected in any GCP activities in Colombia.</p>

## Participation list

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<b>Workshop details</b>
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Country	Brazil
Date of the workshop	21.07.2016
Organizer of the workshop	GCP: Nathalia Monea & Pedro Ronca
GCP representatives present during the workshop	Nathalia Monea, Pedro Ronca, Carlos Brando

<b>Feedback from Vision2020 Consultation</b>
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<b>Question 1. Which <u>goals, targets and timeframe</u> does your national coffee sector (sustainability) strategy cover?</b>
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Goals:	Timeframe
Institutional Engagement	2016-2020 (continuously growing)
Rollout and institutionalization of the CSC	2016-2020 (continuously)
Train technicians, small and mid size growers on sustainable practices	2016-2020
Effective extension service delivery	2016-2020
<b>Targets:</b>	
Coffee private institutions	2016-2020
federal government	2016-2020
state government	2016-2020
Traders and Exporters	2016-2020
public state extension services companies	2016-2020
coops	2016-2020
associations	2016-2020
NGO's	2016-2020

<b>Question 2. <u>How</u> has your national coffee sector strategy been developed?</b>
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Name of the national coffee strategy:	NAB (National Advisory Board) + BWG (Brazil Working Group)
Owner of the national coffee strategy:	no owner, secretariat conducted by GCP

**Shortly explain the process:**

Brazil has a highly organized coffee chain, with several traditional institutions, including the CDPC (Deliberative Council of Coffee Policy) - a joint committee of the Ministry of Agriculture, Livestock and Supply (MAPA) that formulates public policy for the coffee sector. However sustainability was not clearly in the agenda of the main Brazilian coffee entities. To deal with that SCP organized in 2014 the creation of the National Advisory Board (NAB) with a focus on sustainability and represented by ABIC and ABICS (industry associations), Cecafé (exporter's Association), CNA and CNC (growers and coops association), besides MAPA (Ministry of agriculture) and the SCP Steering Committee members. It was also created the Brazil Working Group (BWG) a technical advisory board of the SCP to help address the sustainability technical challenges. BWG is composed by the main Certification schemes present in Brazil, the five main state public extension services, the SCP Steering Committee representatives and recently joined SENAR and SEBRAE. SCP brought to the table some concerns regarding sustainability and suggestion of working in 4 main areas namely: 1. Institutional Engagement and National Platform (NAB and BWG), 2. Implementation of the CSC (Coffee Sustainability Curriculum), 3. Training and capacity building, 4. Effective extension service delivery. The national coffee strategy regarding sustainability was discussed into these two forums (NAB and BWG) and they agreed with these 4 key areas, suggesting projects and improvements that were developed into the Brazil Strategy Plan.

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy? Who does what, and who finances what? (public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)**

Priorities	What is being done to achieve this?	By who?	Who pays for it?
Institutional Engagement	NAB + BWG + several meetings, contacts and events with coffee leaders to increase awareness	GCP Brazil team conducts it with the participation of the coffee institution's leaders	GCP pays for the organization of the meeting and own travel costs. Each NAB + BWG member pays for its own travel costs. There is a significant in-kind contribution of the time of these leaders spent with the NAB + BWG + other meetings/events.
Rollout and institutionalization of the CSC	<ul style="list-style-type: none"> <li>- Promotion and diffusion of CSC to new partners and other regions.</li> <li>- Validate and address "CSC Fundamental Items"</li> <li>- "CSC Fundamental Items" illustrated manual for coffee growers</li> <li>- Share showcases of sustainable production with stakeholders, technicians and coffee growers</li> <li>- CSC and sustainable production as part of the education of Agronomists and Agriculture Technicians</li> </ul>	<ul style="list-style-type: none"> <li>- GCP</li> <li>- NAB + BWG + other coffee institutions, associations and partners</li> <li>- Federal Institutes + Universities</li> </ul>	<ul style="list-style-type: none"> <li>- GCP travel costs to visit and present to the teaching institutions.</li> <li>- partners who organize the events and share travel cost</li> <li>- NAB + BWG + other partners each one paying for its travel costs and time contribution (in-kind)</li> <li>- BWG time to contribute and develop materials and content</li> </ul>
Train technicians, small and mid size growers on sustainable practices	<ul style="list-style-type: none"> <li>- Train the Trainers</li> <li>- Groundwork for the CSC implementation</li> <li>- Expand Certifica Minas Café (CMC) Program</li> <li>- Leverage resources to implement better management coffee grower component</li> <li>- SENAR training courses on Sustainability and CSC</li> <li>- Promotion of sustainable production during EMATER Coffee Circuit</li> <li>- Continuation of Informed Coffee and field days together with CeCafé</li> </ul>	<ul style="list-style-type: none"> <li>- GCP</li> <li>- INCAPER-ES</li> <li>- EMATER-MG</li> <li>- EMATER-RO</li> <li>- Trainers Trained in 2015</li> <li>- Consultants on Sustainability</li> <li>- CecaFé,</li> <li>- SENAR</li> <li>- Federal Institute of ES</li> <li>- Coocepec</li> <li>- Cooxupe</li> <li>- Neumann Foundation</li> </ul>	<ul style="list-style-type: none"> <li>- Each partner receiving the Train the Trainers training pays for the room rent, coffee break and all technicians' travel expenditures.</li> <li>- GCP Secretariat costs, trainer costs and materials.</li> <li>- CecaFé,</li> <li>- SENAR</li> <li>- EMATER-MG</li> <li>- INCAPER-ES</li> <li>- Federal Institute of ES</li> <li>- EMATER-RO</li> <li>- Coocepec</li> <li>- Cooxupe</li> <li>- Neumann Foundation</li> <li>- Secretary of Agriculture of Minas Gerais</li> </ul>
Effective extension service delivery	<ul style="list-style-type: none"> <li>- Rollout of the MATC (Technical Assistance Collective Model)</li> <li>- Increase the access of Technicians and farmers to SENAR courses and Technical Assistance</li> <li>- Increase Technical Assistance Agencies partners</li> </ul>	<ul style="list-style-type: none"> <li>- Neumann Foundation</li> <li>- SENAR</li> <li>- GCP</li> </ul>	<ul style="list-style-type: none"> <li>- Coops and Associations in other regions</li> <li>- SEBRAE, EMATER-RO, Cafesul, Cooxupe</li> </ul>

**Question 4. Did you encounter any roadblocks/challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?**

Roadblocks/challenges	What is needed to remove these?
Lack of engagement with sustainability on coffee sector by Brazil's top level stakeholders and decision makers. Resistance from some leaders to consider sustainability as important. Traditional view of the production system.	Institutional Engagement to insert broadly sustainability in the national coffee agenda. Although the awareness on sustainability by stakeholders, specially governmental ones, was very small in the beginning there is an increment in the concerns what is increasingly generating changes on policies and programs. Needs time to consolidate and further reach more results.

The low "speed" government operates and dealing with public bureaucracy.	To be patient, to respect that the speed private companies operate is different from public ones, accept it and learn how to deal with it by planning and starting in advance.
Changes of political leaders forces the articulation process and relationship to start over again. Political and economical crises.	Not much to do but not focusing only on one person in the relationship, but in a group of people so when someone is replaced there is still a relationship built with others, however sometimes the whole group of people is replaced.
Size of Brazil and coffee producing areas, difference of production system in different regions, traditional coffee culture, level of maturity, development and presence of coffee institution in the different regions.	Know the differences, the coffee sector and coffee leaders. Accept the differences. Patience to deal with traditionalism, strong coffee culture and difficulty to accept the need for changing. Technical consistency to create confidence. Focus in some regions. Proper language to achieve the audience.
Difficulty of people working together and lack of openness for it. Difficulty of one institution accepting the participation of other in the same project, jealousy, personal insecurity, and fear of losing position.	Develop a solid and trustful relationship (takes time), acknowledge the accomplishments, sensibility with the others and strong political care in every step.

Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?		
<p>GCP is measuring progress at Program Level inside it's projects. For other projects of specific partners they sometimes measure progress and sometimes do not. There is not a defined set or common indicators for all partners. Field indicators for evaluating the implementation of the CSC practices is something that both NAB and BWG agreed as important to be developed. During a participative process conducted by GCP in 2016, the 18 Fundamental Items of the Coffee Sustainability Curriculum were selected. The definition of the CSC Fundamental Items were an important step towards reaching common indicators, that will be now developed. 2016 plan includes the development of a Monitoring digital tool to evaluate the implementation of the practices.</p>		
Goals	Measurement mechanism	Indicators used
Institutional Engagement	Public and private commitment to coffee sustainability measured through the engagement in projects and initiatives of the SCP. - interviews and meetings - third party evaluation	Attendance and participation to NAB, BWG meetings and relevant events, level of the representative, amount of resources invested on project, new projects.
Rollout and institutionalization of the CSC	- Control the attendance and participation - Attendance list - Pictures - Interviews - assessment questionnaire - evaluation meetings	- Number of new materials produced - Number of people reached with the materials - number of events accomplished - number of partners using the CSC -
Train technicians, small and mid size growers on sustainable coffee production	- Control the attendance and participation - Attendance list - Pictures - Interviews - individual and not identified assessment questionnaire - evaluation meetings	- Number of Trainers trained - Develop the M&E tool. - M&E used by partners - Develop Content for Training - Number of participants in the new courses - number of events and field days organized
Effective extension service delivery	- Interviews - questionnaire - evaluation meetings	- number of technicians trained on the already developed methodology. - Reach one more institution to use the MATC or other relevant Group Model Methodology. - number of new partner in new regions
Target		
Coffee private institutions	- Control the attendance and participation	- Number of partners reached and involved
federal government	- Attendance list	- Number of projects developed
state government	- Pictures	- quantity of growers reached
public state extension services companies	- Interviews	- number of practices implemented
coops	- individual and not identified assessment questionnaire	- number of materials distributed
associations	questionnaire	
NGO's	- evaluation meetings	

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs	Addressed in current coffee sector priorities?	Comments (how would/do you address)
1 Goal 6: Clean water and sanitation	yes	The CSC includes this topic on items 2 and 7. They are part of ToT trainings.
2 Goal 1: No poverty	yes	Indirectly, this goal is also included in the CSC. Analyzing the question 7 below, this issue has less relevant targets in gross number, but it can show that those 48% are representative among the goals. The sector is sensitive with the theme although this is not an issue in many regions. Promoting productivity and efficiency is directly linked to poverty (CSC 3)
3 Goal 4: Quality education	yes	This goal is not addressed completely in the current activities. Partially by "Produtor Informado" project.
4 (optional) Goal 2: Zero hunger	yes	Most of the targets are included in the CSC, as they refer to sustainable production, seedlings, among others
5 (optional) Goal 8: Decent work and economic growth	yes	Included in CSC, mainly on items 1 and 11. There are some opportunities yet on access to finance collaboration

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
National Platforms	yes/no	This was not asked during the workshop as the National Platform is already well established in Brazil (NAB + BWG)
National/ Coffee Sustainability Curricula	yes/no	Brazil has a CSC already, presented in the Workshop as a GCP project
Climate Smart Agriculture	yes	SDG 13 (see below)
Gender & Youth	yes	SDG 05 (see below)
Financial Literacy & Access to Finance	yes	This issue appeared during the discussions and it is related to SDGs 1, 2, 5 and 8
Collaboration between Sustainability Standards	yes/no	This issue was not discussed.
SDG 01 - No poverty	yes	48% of relevant targets
SDG 02 - Zero Hunger	yes	75% of relevant targets
SDG 04 - Quality education	yes	73% of relevant targets
SDG 05 - Gender Equality	yes	74% of relevant targets
SDG 06 - Clean Water and Sanitation	yes	88% of relevant targets
SDG 07 - Affordable and Clean Energy	yes	73% of relevant targets
SDG 08 - Decent Work and Economic Growth	yes	72% of relevant targets
SDG 12 - Responsible Consumption and Production	yes	58% of relevant targets
SDG 13 - Climate Action	yes	73% of relevant targets
SDG 15 - Life on land	yes	78% of relevant targets
SDG 03 - Good health and Well- Being	yes	This is not part of the 10, but was mentioned during the Workshop, mainly as worker health due to agrochemicals use, alcoholism and drugs
We discussed the 10 SDGs relevant for coffee, as described in the ppt presentation we received. As they are very extensive and generic, we went deeply into the 87 relevant targets.		

Question 8. Going forward, <u>what kind of (information) exchange</u> between your country platform and the global level would you appreciate	
Select preferred kind of information exchange (multiple options possible):	Room for comments
Regular contact and mutual updates through Global Coffee Platform and/or ICO;	
Having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)	
Being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction	
Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners	

Question 9. Do you have <u>any other recommendation</u> or input on the further development of Vision2020?
<p>We (Nathalia &amp; Pedro) believe that local consultation is key for implementing good strategies in the countries, according to their real needs. But this Workshop was the first opportunity to put together former 4C Members and SCP Partners. Lots of them have never heard about Vision 2020 and the great majority never heard about the SDGs, and they were aiming for more information about GCP, 4C and SCP future.</p> <p>We also believe that this consultation is a continuous process. The context needs to be firstly assimilated by everybody and then, people can give their contribution. The insertion of the SGD's into the V2020 Workshop was very challenging. They are not simple. To choose 3 or 4 Goals as more relevant does not show the reality in Brazil. Each goal has a lot of targets that can be considered relevant or not. Depends on region, size and other factors, due to the size and complexity of Brazil.</p> <p>The workshop enable us to have a very good and interesting content for further discussions and planning the national strategy. However, to take into consideration the "generic" Goals may not reflect the reality of the coffee sector. As we said, they are very intangible and not easy to bring to concrete actions. However, the targets are more understandable, so that is why we decide to use the opportunity to have everybody together to go deeply into them.</p> <p>Regarding this template, as Brazil already have established the National Platform (NAB + BWG), see question 2, and have defined a national strategy (based on inputs from this team and the former SCP plan), the GCP team filled some questions because they were already discussed by this national platform: questions 1 to 5.</p>

## Participation list

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<b>Workshop details</b>		
Country	Uganda	
Date of the workshop	21. Jul 16	
Organizer of the workshop	Café Africa Uganda	
GCP representatives present during the workshop	Ishak Lukenge, Robert Nsibirwa, Sarah Margiotta, George Watene	
<b>Feedback from Vision2020 Consultation</b>		
<b>Question 1. Which <u>goals, targets and timeframe</u> does your national coffee sector (sustainability) strategy cover?</b>		
<b>Goals</b>	<b>Targets</b>	<b>Timeframe</b>
<b>Pillar 1: Productivity and Production.</b> Strategy 1.1.1: Improve coffee production by rejuvenating existing trees and optimizing density	10% of coffee smallholder farms rejuvenated per annum; higher density varieties introduced into production systems	by end year 5
Pillar 1: Productivity and Production. Strategy 1.1.2: Improve coffee production by expanding the area under production	Expand the total area under coffee production by 15%	by end year 3
Pillar 1: Productivity and Production. Strategy 1.1.3: Improve productivity per tree by using best agronomic practices and improved genetic materials	Yield per tree increased by an average 50%	by the end of year 3
Pillar 1: Productivity and Production. Strategy 1.1.4: Improve productivity by improving the accessibility of agro-inputs	Intervention to make fertilizer more accessible in place; monitoring of the quality of agro-inputs is being undertaken.	Both milestones by the end of year 2
Pillar 1: Productivity and Production. Strategy 1.1.5: Manage coffee diseases and pests	Intervention systems for control and management of pests and diseases	in place by year 2

Pillar 1: Productivity and Production. Strategy 1.1.6: Promote and support commercial coffee farming	Framework for providing incentives; business development services provided annually	Both milestones in place by year 2
Pillar 1: Productivity and Production. Strategy 1.1.7: Promote irrigation development in coffee farming	Pilot irrigation systems for small and large scale coffee production established; and the first large scale irrigation scheme under PPP arrangements operational by end of year 3	Both milestones by end of year 2 and 3 respectively
Pillar 1: Productivity and Production. Strategy 1.1.8: Promote and support climate change adaptation and environmentally responsible practices	Reward systems for farmers who practice good conservation practices developed and implemented; use of indigenous knowledge documented and promoted; weather forecast information systems strengthened.	One and two by end year 2 and 3 by end year 3
Pillar 1: Productivity and Production. Strategy 1.1.9: Mainstream gender and youth in coffee production	Value chain activities for women and youth identified and developed	by end of year 1
<b>Pillar 2: Quality and value addition.</b> Strategy 2.1.1: Address the factors impairing quality at the farm and higher levels	Demonstrate the use of appropriate and affordable processing technologies; New grading system and standards developed for specialty Arabicas & fine Robustas; role of farmers' organisations in quality control and processing enhanced	One and two by year 3, with three by year 4

Pillar 2: Quality and value addition. Strategy 2.2.1: Promote processing by farmers and farmer organisations	An additional 10% of coffee traded is processed earlier in the value chain by end year 3 and an additional 20%	by end year 5
Pillar 2: Quality and value addition. Strategy 2.2.2: Improve processing standards and capacity	A code or codes of conduct for traders and exporters available and the majority have subscribed	One by the end of year 1 and 2 by end year 2
Pillar 2: Quality and value addition. Strategy 2.2.3: Develop a national roasting and soluble product industry	1 soluble plant established	by 2020
Pillar 2: Quality and value addition. Strategy 2.2.4: Promote and support production and certification schemes for sustainable, fine and speciality coffees	Production of certified coffees increased from 3 % to 43%	by end of year 5
<b>Pillar 3: Market development and intelligence.</b> Strategy 3.1.1: Promote and support bulking, processing, marketing and export grading among farmers and famers' organizations	10% of farmers have established linkages with exporters/destination markets (whether through farmers' organisations or otherwise)	By end year 2
Pillar 3: Market development and intelligence. Strategy 3.1.2: Provide market advice and information to farmers, farmers' organizations and others with limited capacity to access it themselves	Efficient market information systems for farmers, farmers' organisations and others developed and operational	By end year 1

<p>Pillar 3: Market development and intelligence. Strategy 3.2.1: Rebuild competitiveness and market share in traditional markets</p>	<p>Ugandan Robustas profiled by region, GI, variety, altitude; system for ensuring traceability of Ugandan coffee established; and a genetic resources management strategy to tap competitive advantage of Ugandan Robustas developed</p>	<p>One, two and three by end year 2</p>
<p>Pillar 3: Market development and intelligence. Strategy 3.2.2: Create an enabling environment for accessing new markets</p>	<p>Partnerships developed for Uganda coffee</p>	<p>by end year 1</p>
<p>Pillar 3: Market development and intelligence. Strategy 3.3.1: Develop a coffee drinking culture</p>	<p>Campaign strategy developed and implemented to increase domestic coffee consumption</p>	<p>by end year 2</p>
<p><b>Pillar 4: Institutional Development and Accountability.</b> Strategy 4.1.1: Fully establish a coffee research institute within NARO in line with the NARS Act 2005</p>	<p>NaCORI operationalized by appropriate legal instrument; human resources, requisite infrastructures established for NaCORI; establish zonal research sub-centres in all coffee growing regions by 2020</p>	<p>One and two in year 1 and 3 by 2020</p>
<p>Pillar 4: Institutional Development and Accountability. Strategy 4.1.2: Ensure adequate and sustainable financing for coffee research</p>	<p>Coffee Research Trust Fund established and operationalized by legal instrument; additional sources for public and private sector funding for coffee research identified</p>	<p>Both by year 2</p>

Pillar 4: Institutional Development and Accountability. Strategy 4.1.3: Strengthen the linkages between the coffee research, development and extension	Linkages for addressing coffee research related issues established	by end year 1
Pillar 4: Institutional Development and Accountability. Strategy 4.1.4: Develop a National Coffee Research and Development Agenda 2015- 2040	National Coffee Research and Development Agenda established	by end year 1
Pillar 4: Institutional Development and Accountability. Strategy 4.1.5: Gain recognition for Uganda as a Centre of Robusta Excellence	Centre of Robusta Excellence	fully established by 2015
Pillar 4: Institutional Development and Accountability. Strategy 4.2.1: Scale up and strengthen coffee specific extension services along the value chain	A plan for scaling extension services developed and implemented; training programmes on new technologies and knowledge that is tailored to each agro-ecological zone and farming system developed and implementation commenced; existing extensionists at the sub-county level trained and supported to deliver coffee specific advice	All in year 1
Pillar 4: Institutional Development and Accountability. Strategy 4.3.1: Establish an enabling environment that facilitate the formation and operation of farmers' organizations including cooperatives	Determine how coffee farmers organisations are regulated; a national plan to promote and strengthen coffee farmers organisations established	Both in year 1

Pillar 4: Institutional Development and Accountability. Strategy 4.3.2: Encourage the formation of partnerships between farmer's organizations and other stakeholders in the coffee value chain	Capacity of farmer organisations built; marketing and value addition initiatives of farmers organisations supported	Both by year 3
Pillar 4: Institutional Development and Accountability. Strategy 4.3.3: Support the formation of an apex body for for coffee farmers' organizations	Farmers' apex body formed	by end of year 3
Pillar 4: Institutional Development and Accountability. Strategy 4.4.1: Ensure that all relative laws and regulations reflect the National Coffee Policy	Revised and amended Coffee Statute in place; revised and amended coffee regulations in place; review and further development of standards completed.	First two by end of year 1 and third by end of year 2
Pillar 4: Institutional Development and Accountability. Strategy 4.4.2: Compliance and enforcement of regulations and standards	Quality of planting, agro-inputs assured; framework for industry self-regulation developed by end year 2	one on an annual basis and the second by end year 2
Pillar 4: Institutional Development and Accountability. Strategy 4.5.1: Promote public-private financing mechanisms tailored for different segments of the coffee value chain	Financing mechanisms for accessing funds to pursue ccounterycyclical policies and investments developed; the majority of stakeholders are able to access technical support in developing bankable proposals; cess percentage reviewed	One and two by end year 2 and three in year 1
Pillar 4: Institutional Development and Accountability. Strategy 4.6.1 Establish a national data bank for coffee	First census completed; first survey completed	by the end of year 1 and 3 respectively

Pillar 4: Institutional Development and Accountability. Strategy 4.6.2 Establish a framework for strengthening public sector inter- institutional coordination	Overlapping institutions' mandates identified & harmonized	Year 1 and 2
Pillar 4: Institutional Development and Accountability. Strategy 4.6.3: Strengthen public-private sector dialogue and collaboration to achieve common goals	The National Coffee Platform utilized to strengthen public-private sector dialogue	
Pillar 4: Institutional Development and Accountability. Strategy 4.6.4: Strengthen institutional capacity to integrate gender, youth, HIV/AIDs, climate change in planning, budgeting, implementation and reporting	Majority of stakeholders will have conducted gender analysis; and the majority of stakeholders will have made provision for mainstreaming.	By the end of year 2

**Question 2. How has your national coffee sector strategy been developed?**

*Name of the national coffee strategy:* Uganda National Coffee Strategy 2040 Plan for 2016/17- 2020/21

*Owner of the national coffee strategy:* Uganda Coffee Development Authority

*Shortly explain the process:*

A consultant was tasked to conduct sector consultations, a review of the Agricultural Sector Strategic Plan (now the Agricultural Sector Development Strategic Implementation Plan) in 2013. Various draft documents were discussed with selected stakeholder players and a final draft approved by GoU in June 2015, and launched at the Annual Stakeholder Meeting early 2016. A National Coffee Strategy Communications Technical Working Group was established in May 2016 and a marketing plan developed to disseminate the National Coffee Strategy. In the meantime, the Ministry of Agriculture has also developed a new National Agricultural Extension Strategy, although not coffee specific, providing for an increase in extension support staff and information dissemination. Despite an increase in numbers of extension staff planned, the extension strategy still lacks the necessary manpower to reach Uganda's estimated 1.7million coffee growing households in Uganda, and given the generic nature of the extension, does not disseminate coffee specific knowledge to support appropriate extension delivery to the coffee growing districts throughout Uganda, and the accelerated targets of 20m bags annual exports by 2020.

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy?**

**Who does what, and who finances what? (public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)**

<i>Specific responsibility for strategy implementation</i>	<i>Key mandates/ provisions</i>	<i>Institution</i>	<i>Who pays for it?</i>
1. Policy formulation, regulations, provision of advisory services, research, promotion of commercialization, support to LGs. 2. Safe handling and disposal of agro-pesticides and fertilisers	Support, promote and guide production of crops, livestock and fisheries, so as to improve quality and increased quantity of agricultural produce and products for domestic consumption, food security and export	Ministry of Agriculture, Fisheries and Animal Industries (MAAIF)	
1. Enforcement of labour laws. 2. Gender and youth mainstreaming	Occupational safety and health; Compliance with labour laws; Overseeing compliance with gender policy.	Ministry of Local Government (MOLGSD)	
1. Taxation policies related to coffee. 2. Financing public sector institutions	Economic management	Ministry of Finance and Economic Development (MFPED)	
1. Education on the health benefits of drinking coffee. 2. Assuring quality of coffee as a food product.	Food safety	Ministry of Health (MOH)	
1. Environmental Safety; 2. Mainstreaming climate change and coordinate climate change policy implementation; 3. Infrastructure for irrigation.	Environment management/protection; climate change; water for agricultural production	Ministry of Water, Environment and Natural Resources (MOWE)	

<p>1. Provide access to coffee producing areas. 2. Regulating transport. 3. Support the development of the infrastructure that reduces the cost of doing business.</p>	<p>Road, rail and marine transport infrastructure and regulation.</p>	<p>Ministry of Works and Transport (MWT)</p>	
<p>1. Enabling policy and regulatory environment for functioning of: Trade, Cooperatives, Industrialization. 2. Information on trade. 3. International cooperation and negotiations on trade issues.</p>	<p>Policy formulation, coordination, inspection, research and information dissemination</p>	<p>Ministry of Trade Industry and Cooperatives (MTTC)</p>	
<p>1. Drafting the principles of the new coffee law. 2. Drafting the bill for the new coffee law. 3. Reviewing and approving the new coffee regulations</p>	<p>Drafting bills and regulations</p>	<p>Ministry of Justice and Constitutional Affairs (MJCA)</p>	
<p>1. Undertake coffee research that meets industry demands. 2. Establish adequate mother gardens of improved coffee varieties in different parts of the country. 3. Provide technical support to the private sector in mass multiplication of improved coffee varieties in collaboration with UCDA</p>	<p>Coffee research</p>	<p>National Coffee Research Institute (NaCORI)</p>	

EIA certificates	Environmental Management; environmental standards and environmental impact assessment (EIA)	National Environment Management Agency (NEMA)	
Collection of management of coffee-related data and statistics	Statistics and Data	Uganda Bureau of Standards (UBOS)	
Provide oversight, coordination and reporting in relation to this Strategy	Development, promotion and regulation of the coffee industry	Uganda Coffee Development Authority (UCDA)	
1. Promoting exports of coffee. 2. Data information on markets	Promotion of Uganda Exports	Uganda Export Promotion Board (UEPB)	
Promotion of coffee-related investments such as soluble plant, large-scale plantations.	Licensing investments in the sub-sector. Marketing investment opportunities.	Uganda Investment Authority (UIA)	
1. Product innovations; 2. Development of appropriate technologies. 3. Training and capacity building	Technology/innovations development, and training and capacity building	Uganda Industrial Research Institute (UIRI)	
Develop and enforce quality and standards.	Development and enforcement of regulations and standards	Uganda National Bureau of Standards (UNBS)	

<p>1. Infrastructure for weather observation. 2. Accurate information on weather and climate.</p>	<p>Climate monitoring. Climate and weather advisories for agricultural production</p>	<p>Uganda National Meteorological Authority (UNMA)</p>	
<p>1. Coordination within the private sector. 2. Dialogue, platforms</p>	<p>Advocacy and lobbying organisations for private sector</p>	<p>Private Sector Foundation Uganda (PSFU), Uganda National Chamber of Commerce and Industry (UNCCI)</p>	
<p>1. Engage in policy dialogue and facilitating businesses. 2. Compliment public service delivery such as provision of inputs. 3. Represent stakeholder interests in various for a. 4. Explore and promote Uganda's coffee in traditional and new markets for Uganda coffee. 5. Promote domestic coffee consumption. 6. Develop coffee roasting and soluable manufacturing capacities.</p>	<p>Lobby and advocacy for value addition</p>	<p>Processors', Traders' and Roasters' Associations</p>	

<p>1. Mobilise and sensitise producers to form viable groups that operate as business units. 2. Promote the adoption of sustainable coffee production systems. 3. Certification. 4. Traceability. 5. Support and participate in value addition activities along the coffee value chain. 6. Procure efficient extension services for coffee producers. 7. Represent and advocate for farmer interests in various coffee fora. 8. Collaborate with research agencies in generation and development of appropriate technologies</p>	<p>Mobilisation, service provision and advocacy</p>	<p>Producer organisations</p>	
<p>1. Develop and implement appropriate by-laws to regulate standards at farm level. 2. Supplement coffee extension services.</p>	<p>Implement devolved agricultural related functions.</p>	<p>Local Governments</p>	
<p>1. Share knowledge, skills and best practices. 2. Provide development financing to the coffee industry. 3. Support the private sector in the coffee industry.</p>	<p>Technical assistance and funding</p>	<p>Development Partners</p>	
<p><b>Question 4. Did you encounter any roadblocks/ challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?</b></p>			

<b>Roadblocks/challenges</b>	<b>What is needed to remove these?</b>
Systemic issues in GoU: slow bureaucratic structures and decision making, lack of flexibility to innovate, presidential directives over consultative planning processes, and shifting budgetary priorities.	Sharing and introduction of best practice methodologies and practices for more efficient and effective management and organisation of activities.
Limited and inconsistent sector internal (institutional) and external (along the value chain) communications	Strategic communications support institutionally and behavioural change communications support for dissemination of coffee specific knowledge and good agricultural practices focusing on adoption.
National Coffee Platform is a voluntary platform and lacks legal status and is underfunded and has limited capacity to advocate strategically on issues with GoU	Needs to be strengthened with strong values and goals to drive key global/national initiatives. Regular engagement with Parliament, and other senior government officials with well evidenced policy brief materials and knowledge to present evidenced cost/benefit cases
Elders leading the debate as land owners and investors with many years of economic/ business experience and knowledge, vs. youth who are considered to have more capacity for change and innovation and can better adapt to the speed of our changing environments, yet lack strategic thinking capacity.	Greater youth engagement at all levels of the agricultural value chain - not coffee specific - more focus on life skills, economic and business development skills enhancement.
<b>Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?</b>	

It is not possible at this stage to dissect Uganda's Coffee Sector M&E by the objectives and milestones of the Uganda National Coffee Strategy 2040, Plan for 2016/17-2020/21. Clause 7 of that Plan provides for: The Uganda National Coffee Strategy provides for a multi-stakeholder M&E system to be established under UCDA but implemented in partnership with the other stakeholders in the coffee industry. Coffee sub-sector wide monitoring and evaluation as well as periodic progress reviews will be undertaken by the implementing entities under the auspices of a unit/ platform responsible for coordinating the implementation of the National Coffee Strategy. The Unit/ Platform will further support and participate in sub-sectoral policy reviews and formulation as well as facilitate implementation of new policies. High level monitoring and evaluation indicators are presented in the plan as follows:

<b>Long term results 2040</b>	% farmers categorised as commercial; % coffee stakeholders who consider coffee as the main source of livelihood; % coffee institutions considered to be efficient, effective and accountable by stakeholders; % contribution by coffee sub-sector to GDP and employment		
<b><i>Pillar indicators for Pillar 1: Production and productivity</i></b>	<b><i>Pillar indicators for Pillar 2: Quality and value addition</i></b>	<b><i>Pillar indicators for Pillar 3: Market development and intelligence</i></b>	<b><i>Pillar indicators for Pillar 4: Institutional deveopment and accountability</i></b>
Volume and value of coffee produced; % increase in yield of coffee	Share of Ugandan coffee sold as sustainable and speciality coffee; % of Ugandan coffee processed and sold as final products	Export volumes and earnings; share of Ugandan coffee consumed within the country; stakeholders satisfied with the quality of information provided to them.	% coffee institutions considered to be efficient, effective and accountable; leading coffee institutions achieve international benchmarks.
<b>Strategic objective indicators</b>			

<p>Production - % increase in new areas planted with coffee, and under Productivity - % increase in yield per tree/ area</p>	<p>% increase in price at farm gate; quantity of quality coffee sold at a price premium; number of uniquely recognised geographical locations (GI) and overall volume sold from them</p>	<p>Farmers' organisations involvement in marketing: % increase in the volume and value of coffee marketed through farmers organisations'. Rebuilding traditional markets and penetrating new markets: volumes and value of exports sold in traditional and new markets. Domestic consumption: per capita consumption of coffee.</p>	<p>Research: % coffee stakeholders satisfied with outcomes of research and the degree to which research is recognised internationally. Extension - % value chain actors satisfied with quality and outcome of extension. Farmers organisations - % farmers belong to and satisfied with services provided and % farmers/ FOs involved in processing. Coffee laws and Regulations - modern laws and regulations that comply with differentiated market standards, safety, quality and substantiability enacted. Public-private financing instruments - amount of public-private developed financed invested in the coffee industry. Coffee sub-sector planning, coordination and accountability - high quality evidence based coffee sub-sector plans and policies formulated and implemented.</p>
<p><b>Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)</b></p>			
<p><i>5 most important SDGs</i></p>	<p><i>Addressed in current coffee sector priorities?</i></p>	<p><i>Comments (how would/do you address)</i></p>	

1. Zero Hunger	National Coffee Strategy Pillar 1: objective 1.1 rejuvenation of existing trees; 1.1.2 expanding area under production; 1.1.3 improving productivity per tree through best agronomic practices and improved genetic materials; 1.1.4 improved productivity by accessibility to agro inputs; 1.1.5 manage coffee diseases and pests; 1.1.6 promote and support commercial coffee farming; 1.1.7 promote irrigation in coffee farming	Provided for in the strategy but under resourced and frustrated by the above challenges.
2. No Poverty	National Coffee Strategy Pillar 2: 2.1 promote quality at all stages; 2.2 promote value addition at all stages and, Pillar 3: 3.1 market development and intelligence; 3.2 rebuild competitiveness and market share in traditional markets while promoting entry and penetration in new and emerging markets; 3.3 promote domestic consumption as a way of enhancing coffee industry competitiveness and developing the domestic coffee market.	Provided for in the strategy but under resourced and frustrated by the above challenges.
3. Climate Action	National Coffee Strategy Pillar 1: 1.1.8 climate change adaptation and environmentally responsible practices	Provided for in the strategy but under resourced and frustrated by the above challenges.
4. Gender Equity	National Coffee Strategy Pillar 1: objective 1.1.9 mainstream gender and youth in coffee production	Provided for in the strategy but under resourced and frustrated by the above challenges.
5. Water	National Coffee Strategy Pillar 1: increasing productivity at farm level in a sustainable way addressing social, ecological and economic dimensions	Provided for in the strategy but under resourced and frustrated by the above challenges.

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

<i>Current agenda priorities</i>	<i>Meaningful to your country?</i>	<i>Provide brief explanation</i>
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National Platforms	yes	<p>Uganda National Coffee Platform has achieved much, and is now moving into a more mature phase of its life cycle. This will require us not only to maintain momentum, but to re-energise the platform, for which Uganda needs more strategic support from the GCP to build a robust structure and processes to ensure sustainable effective local, regional and global advocacy and lobbying. This is especially important now that Uganda's export targets have been revised to a highly ambitious 20m bags for export by 2020. In the decentralised government model, the platform at the district level will now benefit from focused capacity building of the District Steering Committees to build effective governance, coordination, and communications to support implementation of district level farmer activities to reach the 1.7 million coffee growing farming householders in Uganda.</p>
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National/ Coffee Sustainability Curricula	yes	Harmonised coffee extension materials exists, has been piloted in 6-districts. Needs evaluation, revision, translations and National roll-out, along with multiple communication products to disseminate the standardised messaging across multiple audiences, via multiple channels to ensure long term adoption of coffee specific knowledge and practices.
Climate Smart Agriculture	yes	Provided for in a limited way - requires capacity building that will inspire farmer adoption. A climate change workshop on 4 Aug will inform the intended action plan further. As above, standardised messaging and communications are needed across the sector and can be linked to the harmonised coffee extension knowledge dissemination, as part of a standard coffee specific extension package.
Gender & Youth	yes	Well provided for but the overall approach needs to be harmonised - bigger than coffee. Similarly to the climate change, standardised messaging and communications are needed across the sector and these can be linked to the harmonised coffee extension knowledge dissemination, as part of a standard coffee specific extension package.

Financial Literacy & Access to Finance	yes	Provided for under Coffee Strategy Pillar 4: promote financing instruments for investing in the coffee value change to increase access to investment funds. Does not address poor farmer financial literacy levels. This could be looked at as part of a standard coffee specific extension package.
Collaboration between Sustainability Standards	yes	Processes are costly and cumbersome, with large investment requirement. Need harmonisation in terms of messaging, requirements, costs.

**Question 8. Going forward, what kind of (information) exchange between your country platform and the global level would you appreciate**

***Select preferred kind of information exchange (multiple options possible):***

***Room for comments***

Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners

Having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)

Being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction

Needs to be multiple persons to ensure multiple/ public-private sector view points and cross fertilization of learning, depending on the agenda.

**Question 9. Do you have any other recommendation or input on the further development of Vision2020?**

In the long term, we recommend that the global coffee platform institutional linkages with the ICO be clearly communicated, detailing how the platform engages with the private sector consultative board of ICO. Presently it is understood that V2020 has engagement with ICO on a case by case basis only - when will the global coffee platform gain full observer status at ICO (similar to AFCA, coffee trade federations, Oxfam, etc)?

There is a need to incorporate a clear strategy for harmonisation of the different sustainability strategies, which some stakeholders have already invested in.

## Workshop details

Country	Tanzania
Date of the workshop	3rd August 2016
Organizer of the workshop	Café Africa Tanzania and Tanzania Coffee Board
GCP representatives present during the workshop	George Watene

## Feedback from Vision2020 Consultation

<b>Question 1. Which <u>goals, targets and timeframe</u> does your national coffee sector (sustainability) strategy cover?</b>	
Goals:	Timeframe
To increase national coffee production and quality so as to improve incomes for the entire value chain, particularly coffee farmers by	2011/2021
	2011/2021
	2011/2021
	2111/2021
	2011/2021
Targets:	
Increase annual clean coffee production from 50,000 m.t. to 100,000 m.t.	2021
Increase in share of coffee sold with price premiums from 35% of total volume exports to 75%	2021
Farmers' share of net FOB price on coffee exports to reach at least 75%	2021

<b>Question 2. <u>How</u> has your national coffee sector strategy been developed?</b>	
Name of the national coffee strategy:	Tanzania Coffee Industry Development Strategy 2011/2021
Owner of the national coffee strategy:	
<p>The Tanzanian Coffee sector, led by Tanzania Coffee Board and ratified by the stakeholders            Shortly explain the process:</p>	

- Resolution of the National Coffee Conference to develop a national strategy
- Consultation with stakeholders in 8 production zones
- Information gathering, field work, and identification of key challenges, led by NCSC
- Consultant support to develop a draft
- Consultation at national level work-shop
- Consultation on draft in 8 zonal stakeholder platforms
- Final national NCSC consultation workshop
- Strategy ratified by National Coffee Conference

**Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy?  
Who does what, and who finances what? (public sector, coffee farmers, processors/exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)**

Priorities	What is being done to achieve this?	By who?	Who pays for it?
Increase production and productivity	Implementation of GAPs, seedling multiplication and distribution, increased access to inputs	TaCRI, LGAs, CPT, private sector initiatives.	Government through ASDP, Bill and Melinda Gates Foundation, TCDF, EU, private sector funding
Improve efficiency of the value chain	Enabling regulatory environment, improving sector governance through multi-stakeholder platforms, devise interventions to lower the cost of doing business	TCB, TCA, National and zonal stakeholder platforms	TCB, SCP, CPT through support of TCA, private sector contributions,
Support overall coffee quality improvement	Definition of norms/standards on quality, encourage quality based pricing at farm level, training at post harvest and cupping level, increase availability of regional cupping facilities	TCB, TCA, National and zonal stakeholder platforms, CPT, private sector actors	TCB, SCP, CPT, private sector contributions,
Support promotion of Tanzanian coffee and explore new market opportunities	Develop a Tanzania brand, develop long term marketing strategy, support production of sustainable coffees	TCB, TCA, National and zonal stakeholder platforms, CPT, private sector actors	

**Question 4. Did you encounter any roadblocks/challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?**

Roadblocks/challenges	What is needed to remove these?
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<p>Significant investment in implementation of the strategy. Projections made in 2011 estimated 26m USD annual investment needed to deliver the above core targets. CPT has assisted in delivering Objective 1 for some of its farmers, unclear how this will be upscaled, integrated into national systems.</p>	<p>National level sector investment at levels that can support meaningful interventions for all production zones</p>
<p>Geographical factors: Coffee is produced in 51 districts in 13 regions in 8 production zones, with Govt and private sector also dispersed, making access to services difficult and costly.</p>	<p>Cannot be removed. Improvements in infrastructure that are synergized with the needs of the sector would help</p>
<p>Price to farmers is considered by stakeholders to be one of the main stumbling blocks to increasing productivity. Without price incentive it is difficult in the smallholder environment to make on-farm investments</p>	<p>Utilize the internal market and promote domestic consumption to help protect against market volatility</p>

<b>Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?</b>		
Goals	Measurement mechanism	Indicators used
To increase national coffee production and quality so as to improve incomes for the entire value chain,	Evaluation	ToR by NCSC
Target		
Increase annual clean coffee production from 50,000 m.t. to 100,000 m.t.	District and TCB data	Production data
Increase in share of coffee sold with price premiums from 35% of total volume exports to 75%	No formal mechanism	TCB data
Farmers' share of net FOB price on coffee exports to reach at least 75%	No formal mechanism	TCB data

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs		Addressed in current coffee sector priorities?	Comments (how would/do you address)
1	Goal 2: Zero hunger	Yes	Core focus of all productivity efforts
2	Goal 5: Gender equality	yes/no	Cross-cutting issue
3	Goal 13: Climate action	yes/no	Cross cutting issue
4 (optional)		yes/no	
5 (optional)		yes/no	

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
National Platforms	Yes	National Platforms have been part of the institutional architecture of the sector since 2009. The national engagement, linked with zonal platforms is an important part of consensus building and decision making within the sector

National/ Coffee Sustainability Curricula	Yes	The NSC process gave important content to the national dialogue, provided focus to efforts to improve production and is a natural alignment with the sector priorities as articulated in the national strategy and Vision 2020 objectives
Climate Smart Agriculture	yes/no	This was articulated as a cross cutting issue in the National Strategy. While stakeholders recognize the importance of the issue, they also would like to see the core objectives of the national strategy given adequate attention, and start to see results there before prioritising

Gender & Youth	yes/no	This was articulated as a cross cutting issue in the National Strategy. While stakeholders recognize the importance of the issue, they also would like to see the core objectives of the national strategy given adequate attention, and start to see results before prioritising cross cutting issues
Financial Literacy & Access to Finance	yes/no	This was articulated as a cross cutting issue in the National Strategy. While stakeholders recognize the importance of the issue, they also would like to see the core objectives of the national strategy given adequate attention, and start to see results there before prioritising cross cutting issue

		While the sustainability standards are not perceived to be very active in the coffee sector, the NSC exercise has proven to be an appropriate vehicle to address this area
Collaboration between Sustainability Standards	yes/no	
<Suggestion for additional priority>	yes	
<Suggestion for additional priority>	yes	
Additional Comment: There was a very long debate, th		

**Question 8. Going forward, what kind of (information) exchange between your country platform and the global level would you appreciate**

Select preferred kind of information exchange (multiple options possible):	Room for comments
Regular contact and mutual updates through Global Coffee Platform and/or ICO;	
Being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction	
Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners	consultation following on from the work-shop as time did not permit much discussion.

**Question 9. Do you have any other recommendation or input on the further development of Vision2020?**

Additional Comment: There was a very long debate, the format here does not allow for a nuanced reply. While all stakeholders saw the importance of the Vision 2020 agenda, it was felt that the Vision 2020 should start with the country priorities, identify areas of synergy with the national strategy, focussing on what is good for Tanzania, and then align alongside the existing sector priorities. Without a co-ordinated push and public and private sector investment coffee farming will not be profitable for smallholder farmers and competing cash crops will prevail. The sector feels it should start with the existing structures and institutions, including the farmers and their organizations and work together to change the mindset. The Government sees its role as central to this process, at all levels, from national down to district and village. There is a process starting to review the implementation of the national strategy so far, which all agree has been piecemeal and fragmented. The findings of that, alongside the 5th phase Govt agriculture policy, which is still unfolding, will also shape the nature of the engagement with the GCP.

## Participation list

Participants	Name	Organization	Email
Public sector	Primus Kimaryo	Tanzania Coffee Board	<a href="mailto:dq@coffeeboard.or.tz">dq@coffeeboard.or.tz</a>
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### Workshop details

Country	Vietnam
Date of the workshop	21/07/2016
Organizer of the workshop	GCP Vietnam - VCCB
GCP representatives present during the	Mr. Luu Van Hoang, Ms. Tran Thi Quynh Chi & Mr. Le Duc Huy
	Mr. Luu Van Hoang

### Feedback from Vision2020 Consultation

#### Question 1. Which goals, targets and timeframe does your national coffee sector (sustainability) strategy cover?

Goals:	Timeframe
Become one of the leading countries producing sustainable, high quality and high value coffee	2020
<b>Targets:</b>	
Stabilizing coffee growing areas to about 600 thousand hectares in areas with favorable conditions, adequate water resources, therein, 85% of the area following the baseline code	2020
Increasing average productivity to 2.4-2.5 tons per hectare	2020
Increasing total production quantity to 1.4 million tons per year	2020
Increasing Quality: at least 25% of coffee having defects decrease	2020
Reducing carbon footprint for the sector	2020
Increasing high quality coffee consumption to 15% of local	2020

#### Question 2. How has your national coffee sector strategy been developed?

Name of the national coffee strategy:	Vietnam's Coffee Sector Vision by 2020
Owner of the national coffee strategy:	VCCB

#### Shortly explain the process:

The strategy was developed by the Vietnam Coffee Coordinating Board (VCCB).  
 With support of GCP and ICO, a consultation workshop was organized to consult on the national's strategy by 2020 and was participated by 70 representatives from both public and private sectors including farmers, farmer organizations, traders, industry, civil society, research institutes, and other chain actors.  
 After consultation workshop, the contribution comments of all representatives have been updated to the national's strategy 2020 and submitted to GCP.  
 The strategy received endorsement of the Vice Minister of Agriculture and Rural Develop - VCCB Chairman.

Question 3. Which priority areas are being addressed in your coffee (sustainability) strategy implementation? Who is responsible for which area of implementation of your coffee strategy? Who does what, and who finances what? (public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.)			
Priorities	What is being done to achieve this?	By who?	Who pays for it?
<b>1. Management of quality risks</b>			
1.1. Management of proper use of agrochemical in coffee production	Applied sustainable production process: The NSC has been developed. It is estimated that about 150,000 farmers will be trained on the NSC.	VCCB	SCP & MARD
	On management of chemical fertilizer: applied solutions on proper application of fertilizer based on soil fertility. Applied for 21,000 farmer in total 600,000.	Coffee companies: Simexco, Armajaro, Acom, Nedcoffee, PPP coffee Taskforce, Intimex Group, Tan Nong Nguyen & Lam Vien Coops	SCP
	Developed action plan, guideline and procedure on coffee rejuvenation.	MARD	SCP & MARD
1.2. Quality management during and post-harvest	Piloted at households to reduce post-harvest loss	SCP	SCP
	Support improve drying conditions and facilities for 1% of coffee area	VnSAT and farmers	VnSAT and farmers
	Developed policies to manage Vietnam's coffee quality towards international integration	VCCB	MARD
<b>2. Management of environmental risks</b>			
2.1. Management of water use	Piloted some water-saving technologies, however, no evaluation on their benefit has been conducted yet.	IDH, ISLA, MARD, other initiatives?	IDH & MARD + ISLA + Companies
	Planned to study and develop water reservoirs for the Central Highlands. Piloted 10 models applying surface water harvesting solutions.	ISLA + Companies	ISLA & MARD + Companies
2.2. Agroforestry and coffee landscape planning	Piloted agroforestry models in 200 ha in Daklak and Lam Dong provinces but it does not yet have an evaluation about tree suitability mapping.	ISLA + Companies	ISLA + Companies
	Studied on business case on investing in intercropping trees in coffee farm - in the beginning process.	ISLA + Companies	ISLA + Companies
<b>3. Management of market risks</b>			

3.1. Market development	Piloted information market, farmer field book for 600 farmers		ISLA + Companies
3.2. Production and market organization	Piloted models and policies to increase household scale to develop large scale farms for other sectors and provinces. No business case has been proven and the models haven't been applied to coffee.	MARD	MARD
	Piloted capacity building for youngsters in start-up programs on coffee production	ISLA + Companies	ISLA + Companies
	Piloted co-production models, yet cooperative models' effectiveness hasn't been proven and sustainably maintained.	SCP + PPP Coffee Taskforce + Tan Nong Nguyen & Lam Vien Coops	to be determined
	Piloted agricultural insurance for coffee yet there remain numerous difficulties and unalignment with the sector conditions.	MARD	MARD
4. Developing public-private governance mechanism for the coffee sector			
4. Developing public-private governance mechanism for the coffee sector	Established the Vietnam Coffee Coordination Board with representatives from the public and private sector.	SCP & MARD	SCP & MARD
	Established the association of coffee producers in Lam Dong province and 2 districts of Dak Lak	SCP & MARD	SCP & MARD

**Question 4. Did you encounter any roadblocks/challenges to the implementation of your coffee strategy? What would enable you to remove these roadblocks?**

Roadblocks/challenges		What is needed to remove these?	
Internal	Climate change	Climate change is complicated now and difficult to predict.	Preparation is needed: expanding area applied agro-forestry, Improving water-saving irrigation technologies.
	Weak capacity	Government and local authorities released many policies support for coffee sector but the ability to monitor implementation is weak and less experience. Finance capacity of Government is limited now	Training staffs and employees. PPP-funding is needed.

External		Public service work inefficiency because the limited of capital, human, resources Private enterprises	Co-funding to resolve the limited resources of Government Training professional and experiential staffs.
	Small scale farm	90% coffee area of Vietnam is small scale farm and scattered, it makes farmers difficult to access finance needed to develop production, rejuvenation, exchange new varieties.	Support private enterprises to build large material field. Organizing production follow co-production model, building farmer association
	Business case	The projects which are done or in process are small and separate, they do not have a general tool to assess and the scientific base to follow.	Implement a base line scientific project in order to build a business case reference for later research or project.

Question 5. How do you <u>measure progress</u> against your defined goals and targets? What are the <u>indicators</u> being used? Who is responsible for tracking progress?		
Goals	Measurement mechanism	Indicators used
Become one of the leading countries producing sustainable, high quality and high value coffee	Current status Analyze Farm field book Custom MARD	Quality Value Growth rate
<b>Target</b>		
Stabilizing coffee growing areas to about 600 thousand hectares in areas with favorable conditions, adequate water resources, therein, 85% of the area following the baseline code		Area
Increasing average productivity to 2.4-2.5 tons per hectare		Productivity
Increasing total production quantity to 1.4 million tons per year		Production
Controlling quality: at least 25% of coffee having defects decrease 50%		Defect rate
Reducing carbon footprint for the sector		to be determined
Increasing high quality coffee consumption to 15% of local production		Growth consumption rate

**Question 6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), which are the 3-5 most important SDGs for your coffee sector sustainability goals? Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)**

Select 3-5 most important SDGs	Addressed in current coffee sector priorities?	Comments (how would/do you address)
1  Goal 13: Climate action	Not yet	Vietnam Government do some research to adapt with climate change but the implementation action still being delayed. - We have 2 of C3 pilot which piloted By UTZ (funded by Douwe Egberts Foundation and the German Developmental Bank DEG, and implemented with Acom and Dakman. - We have EDE projects which funded by Nestle & FBC for saving in irrigation - EDE with Climate change project which funded by IDH,... It should be considered of outcome/impact of which projects and how to combine with Gov policies and other initiatives to scale up/to call for invest/funding/co-funding?
2  Goal 12: Responsible consumption and production	Yes	Responsible consumption and production have been popular but still have low efficiency. - Gov support policies/programs for Sus development - Sus Standards applied - SCP, ISLA, NSC, C3, EDE projects, PPP coffee Taskforce, VnSat,... Which those programs have a positive outcome/impact BUT Coffee Sector still face with challenges/issues which need a collective actions, therefore need to call for co-invest/co-fund,....
3  Goal 15: Life on land	Not yet	Encourage/support to apply of Sus Standards, Sus project, PPP coffee programs,...
4 (optional)  Goal 2: Zero hunger	Not yet Focus, priorities for: Ensure sustainable agricultural systems	VN coffee Sector need to support to build a longterm strategy, PPP/collective actions, co-invest/co-funding to address sector issues/challenges
5 (optional)  Goal 6: Clean water and sanitation	Not yet	Water use efficiency is the point which relevant to Vietnam Coffee sector. Farmer use inefficiency irrigation water leading to waste water

**Question 7. Do you think that the current agenda priorities of Vision2020 are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities?**

Current agenda priorities	Meaningful to your country?	Provide brief explanation
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National Platforms	yes	The platform was established recently and still need further support to empower its role in the sector and involve more inter-ministerial linkage to improve policy design and enforcement
National/ Coffee Sustainability Curricula	yes	Additional support may be required on experience from other countries & further revision of the material to ensure that best practices are incorporated in the material, especially on water saving and agroforestry
Climate Smart Agriculture	yes	Climate change has become the most critical issue in coffee production in Vietnam
Gender & Youth	Not gender/ Yes youth	Gender is not meaningful in coffee sector because almost farmer is a household where their family members work together, there are no inequal in deliver task between male and female. Youth is relevant to Vietnam because the young worker is a problem in rural where farmer's awareness about young worker still low.
Financial Literacy & Access to Finance	Yes	Rejuvenation, water saving irrigation, and agro forestry are three priorities of MARD, but in order to implement these, many policies has been released to help farmer access to finance, but there are still have some gaps between farmer and bank. Financial leasing should be good to resolve these problems; some private companies will represent farmer to borrow money from bank and they provide service for farmer such as machines leasing, equipments leasing.
Collaboration between Sustainability Standards	Yes	We need the most costly efficiency using for certificate owner, actively promoting sustainability standards and initiatives in the market to create supply and demand of <u>verified and certified coffee.</u>
Domestic coffee consumption, market access	Yes	Domestic consumption of Vietnam account for only 5% in total production. With high urbanization rate, fast pace of life and the explosion of coffee chains - independent café shops nowadays, the rate of coffee consumption in Vietnam is much lower than Brazil, Indonesia. The tendency is particularly popular not only in Vietnam but also the world as consumers increasingly focus on quality, specialty and health benefits of the product. Though still a small part of consumers consumpt low-quality coffee, high impurity, but the proportion of consumers choose the venue offers organic coffee, pure are rising. With the low quality and high impurity rate, Vietnam coffee products has been losing the domestic market for foreign coffee chains.

**Question 8. Going forward, what kind of (information) exchange between your country platform and the global level would you appreciate**

Select preferred kind of information exchange (multiple options possible):	Room for comments
Being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners	
Being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction	
Having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)	

**Question 9. Do you have any other recommendation or input on the further development of Vision2020?**

The vision 2020 is a short-term goal now, many targets can not be done in few years. GCP should prepare and build a vision 2030 earlier. On the other hand, GCP should connect with global banks or global fund organizations which want to fund Vietnam coffee sector.

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