



BRAZIL PROGRAM



The Brazil Program of the Global Coffee Platform (GCP), active in Brazil since 2012, promotes sustainable practices in coffee with the objective of generating income for growers with social responsibility and environmental protection.

The Global Coffee Platform is an international association that gathers more than 200 members in all segments of the coffee supply chain: production, trade, industry and civil society. GCP has programs in eight coffee producing countries (Brazil, Colombia, Indonesia, Vietnam, Tanzania, Uganda, Honduras and Peru) that currently represent more than 70% of the world production. Its Brazil Program is the most consolidated, advanced and active one.



WHY IS GCP'S BRAZIL PROGRAM NECESSARY?



The coffee sector has already been working towards the implementation of sustainable practices in a pioneer way in relation to other cultures. Several initiatives by different actors in the chain have contributed to this.

Nonetheless, these separate efforts have not been enough to solve all sustainability challenges that the sector has been facing such as climate change, environmental protection, provision of good working conditions and retaining the new generations in the productive sector.

In that sense, the need for alignment and collective action was identified in order to integrate all stakeholders with the understanding that sustainability is a shared responsibility that needs to be addressed first at the base of the supply chain, i.e., at the grower level.

The Global Coffee Platform and its Brazil Program gain importance in this context, with the mission of improving income, quality of life, preservation of ecosystems and the resilience of coffee growing communities and of the sector as a whole.

These challenges are today greater for small and medium-size growers, who have less access to information and services.

COFFEE SUSTAINABILITY CURRICULUM (CSC)



The main instrument developed by the Brazil Program is the Coffee Sustainability Curriculum (CSC), based on Embrapa's Integrated Coffee Production (PI Café), that aggregates 122 practices divided into priority, recommended and forbidden. The CSC was the result of a broad collaborative process with the main actors involved in technical assistance to coffee growers – government, private initiative and civil society – and was officially launched in March 2015 and promoted through extension services, cooperatives, exporters and educational centers in the main coffee producing states (Minas Gerais, Espírito Santo, São Paulo, Rondônia, Paraná and Bahia).

122 sustainable practices



CSC: a guide that details “what” should be done in order to seek sustainability in coffee production.



CSC's Implementation Guide: details “how” to implement CSC practices. Material for technicians.



Series of 12 videos to train technicians and growers, distributed in training workshops and events.



A collaborative process with 24 entities was organized in 2016 to select CSC's **18 Fundamental Items**, that have since been the focus of the program's collective action. These items, that are fully aligned with the UN's Sustainable Development Goals (SDGs) and have their own Manual of Implementation shown on the left-hand side, are described in the two following pages.

The several entities listed at the bottom of each page work aligned and focused on the same items, concentrating efforts and creating synergies to make Brazilian coffee production more sustainable.

Coffee Sustainability Curriculum (CSC)

Sustainability: grower is the greatest beneficiary.



Rational and technical use of water and irrigation.



Ensure good living conditions and potable water for workers and employees.



Septic tanks: treat sewage before it reaches nature.



Harvest coffee when it is ripe to improve quality.



Always use Individual Protection Equipment (IPE).



Soil and leaf analyses for correction and fertilization.



Soil without erosion, well maintained roads and water retention.



Apply Integrated Pest Management and prioritize physical and mechanical methods.



Participate in training and capacity building events for all functions/jobs.



Proper storage of agrochemicals, adequate preparation of products and Individual Protection Equipment.

National Coordination



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Partners



DANIDA



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra
Swiss Confederation

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



Conselho Nacional do Café





Weed management:
keep soil covered
and "alive".

Productivity is
fundamental
to obtain profits.

Conservation of
natural vegetation
and water springs.

Do not burn
garbage and
recycle whatever
is possible.

Access to medical
services.

Involve youngsters and
women and facilitate
family succession.

Control production costs,
record information and
promote traceability.

Compliance with
labor laws.

Use only registered
agrochemicals, follow
application instructions and
dispose packages correctly.

Use adequate place
and to clean
in Equipment.

Pictures: Fundação Neumann, Pedro Ronca, Senar, Sylvio Padilha, www.prefeituradeumarizal.com.br

ACTIONS, PROJECTS AND ACHIEVEMENTS



TRAINING OF TECHNICIANS IN THE COFFEE SUSTAINABILITY CURRICULUM (CSC)

16-hour intensive training (2 days) on CSC focusing on the 18 Fundamental Items in order to demystify sustainability. More than 1,600 trainers from 75 partner institutions have been trained with the potential to reach 80,000 to 100,000 small and medium-sized growers in the medium run.

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18
Fundamental
Items

ADVANCED TRAINING

The Advanced Training includes a practical day in the field besides a day in the classroom. It is necessary to have concluded CSC's train-of-trainers to participate. This is a great incentive for technicians and agronomists to exchange experiences. There is a practical evaluation of CSC's 18 Fundamental Items on the field followed by a general discussion about the evaluation.

INFORMED GROWER PROGRAM (DIGITAL AND SUSTAINABLE)

A partnership with CeCafé with courses held in digital rooms, it consists of 14 two-hour-long classes alternating between computer and sustainability lessons. 2,130 growers were trained in the main coffee producing regions of Brazil in 2016 and 2017 with plans to reach 3,000 growers until the end of 2017.

CSC DISSEMINATION

Presentations for several audiences – institutions, members and partners – and participation in coffee events in all Brazilian producing regions. More than 80 presentations made to 20,000 coffee growers and 2,400 opinion makers.

COLLECTIVE TECHNICAL ASSISTANCE

Dissemination of the Collective Technical Assistance Model in partnership with the Neumann Foundation Brazil: 1 technician assists up to 250 growers using a collective approach in order to increase the number of producers helped, with productivity increase and cost reduction. Breaking the Brazilian paradigm of individual technical assistance.

Pilot projects under way in partnership with the public extension services in the states of São Paulo (CATI-SP) and Rondonia (EMATER-RO) and cooperatives CAFESUL and COOXUPÉ in the states of Espírito Santo and Minas Gerais, respectively.

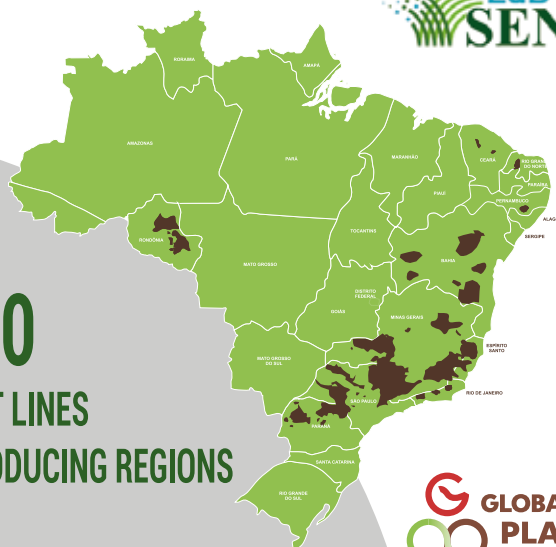


OTHER INITIATIVES

- ✓ Workshop about climate change and good agricultural practices in coffee
- ✓ Developing awareness about the banishment of Endosulfan
- ✓ Partnerships with new institutions – SENAR and SEBRAE
- ✓ Free remote-education courses about CSC by SENAR with a potential to reach 130,000 people/year without costs to GCP
- ✓ Guide to Access Credit Lines for Promotion of Sustainability



**DISTRIBUTION OF
70,000
GUIDES ABOUT CREDIT LINES
IN ALL COFFEE PRODUCING REGIONS**



COOPERATION LETTERS SIGNED WITH:

- ✓ 5 main Brazilian coffee extension services
- ✓ CeCafé – Brazilian Coffee Exporters' Association
- ✓ ABIC – Brazilian Coffee Roasters' Association



INSERTION OF SUSTAINABILITY IN COFFEE QUALITY CONTESTS

- ✓ Rondônia
- ✓ Minas Gerais
- ✓ ABIC
- ✓ Paraná (in 2018)

PROGRAM GOVERNANCE



The Platform acts in each country by means of a secretariat that offers support to the national members and manages the relationship with the country's stakeholders organized in what is called the National Platform. The Platform's financial resources come from contributions from national and international members among which are governments, industry, trade, growers' organizations and civil society.

GCP's Brazil Program is overseen by:

- ✓ the National Advisory Board (NAB), the political instance that defines policies, establishes strategies and validates actions, and
- ✓ the Brazil Working Group (BWG), the technical instance that suggests actions and structures activities.

The secretariat of the Brazilian Platform and the coordination of the Brazil Program are carried out by P&A, a company specializing in strategical solutions in the agribusiness headquartered in the coffee area of the state of São Paulo.

BRAZILIAN NATIONAL PLATFORM



NATIONAL ADVISORY BOARD

COMPANIES:



SUPPLY CHAIN INSTITUTIONS:

GROWERS:



MINISTRY OF AGRICULTURE:



ROASTERS:



EXPORTERS:



SOLUBLE:



NAB

BRAZIL WORKING GROUP

STATE EXTENSION SERVICES:



FEDERAL AGENCIES:



COMPANIES:



SUSTAINABILITY STANDARDS:



SUPPLY CHAIN INSTITUTIONS:



MEMBER REPRESENTATIVES:



BWG

SECRETARIAT: P&A



SUSTAINABILITY INDICATORS

Definition of Sustainability Indicators by the Brazil Working Group:

- ✓ Collaborative definition of 35 indicators based on the CSC's 18 Fundamental Items in order to monitor and evaluate sustainability in the field.
- ✓ Participation of 30 representatives from 20 institutions.
- ✓ The 35 Brazilian indicators will be measured by the GCP Brazil App.

GCP is currently working on the definition of global indicators to be used in all countries to enable cross-country comparisons and to guide actions to ensure continuous improvement. When available, the global indicators will be included in the GCP Brazil App in order to measure how Brazil performs in sustainability in relation to other producing countries.

INTERNAL MANAGEMENT SYSTEM

Training to implement an internal management system as a powerful tool to evaluate and promote sustainability.

Incorporate sustainability content into technical assistance, information management and monitoring of good agricultural practices to ensure continuous improvement.

GCP APP TO MONITOR CSC PRACTICES

IT IS NOT ENOUGH TO IMPROVE. DATA ARE NEEDED TO MEASURE, COMPARE AND SHOW IT.

- ✓ Available for GCP members
- ✓ For use in laptops, tablets or smartphones (Android)
- ✓ Launched in September 2017
- ✓ Ability to include data off-line: simple and user-friendly
- ✓ Evaluate implementation practices and sustainability indicators
- ✓ Status reports, evolution, comparison among members and among different regions
- ✓ Measure, compare and advance



2017-2018 BRAZIL PROGRAM



CONTINUING ACTIONS

- ✓ Consolidation of the National Platform
- ✓ Implementation of CSC (Fundamental Items)
- ✓ Training of trainers and small growers
- ✓ Improvement of technical assistance services

Focus on small
and mid-size
growers

Alignment with the
2020/2030 Vision

ADDITIONAL GOALS

- ✓ Greater involvement of women and youngsters
- ✓ Economic viability of farming
- ✓ Climate smart agriculture

Bring together
actions that used
to run separately
before the Platform.



www.globalcoffeeplatform.org/pt

Coordination of Brazil Program:



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GCP MEMBERS INVOLVED IN BRAZIL PROGRAM

