LEVERAGING CAPABILITIES TO MEET SUPPLY CHAIN RISKS

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To work internationally to improve the quality of coffee and the lives of the people that produce it.

We achieve our mission through programs that:

- Foster a global language of coffee quality & value
- Enhance producer livelihoods & industry competitiveness
- Collaboration to build supply chain reliability
PROBLEM STATEMENT
PROBLEM
STATEMENT
Vibrant farming communities produce higher quantity and better quality coffee.
The Data

- Of the world's estimated 1 billion poor, 70% are women.

- Women produce half the world's food, yet own less than 2% of the world’s land.

- Women work two-thirds of the world's working hours, yet earn only a tenth of its income.

Source: FAO 2010 – 2011, state of Food and Agriculture
THE FUTURE OF OUR BUSINESS
Multi-phase initiative together with industry and development agency partners
Multi-stage process

**Stage 1**
- Research
- Literature Review
- + Workshops

**Stage 2**
- Strategy
- Pilots
- Investments
- Partnerships

**Stage 3**
- Broad
- Implementation &
- Investment in
- Scalable Solutions

Catalyze action with industry leaders
Vibrant farming communities produce higher quantity and better quality coffee
WE LOOK FORWARD TO WORKING WITH YOU TO ACHIEVE THIS VISION.
If women had the same access to productive resources as men, they could increase yields on their farms by 20 – 30 percent. This would raise total agricultural output in developing countries by 2.5 to 4 percent, in turn reducing the number of hungry people in the world by 12 to 17 percent.

Source: FAO 2010 – 2011, state of Food and Agriculture