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USAID and Coffee

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USAID: Primary U.S. Gov't Agency Implementing Overseas Development Assistance. Programs in about 100 low-income countries supporting Agriculture, Health, Education, Democracy and Human Rights, and Humanitarian Relief.

Feed the Future (FtF) is the U.S. Government's global hunger and food security initiative. Focus on small holder farmers in 20-25 low income countries. Driven by country-led priorities and rooted in partnership with governments, donor organizations, the private sector and civil society. Variety of commodity value chains selected at the country level.



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USAID supports coffee programs in about a dozen countries:

- Uganda
- Ethiopia
- Guatemala
- Honduras

- Africa Great Lakes Region
- Nicaragua
- El Salvador
- Peru
- Colombia
- Yemen
- Regional





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USAID's Approach to Coffee

- **Goal:** Support Small-Holder Coffee Farmers.
- **Means:**
 - Improve capacity to produce & market high quality coffee
 - Diversify activities & identify new sources of income
 - Promote private sector alliances
 - Fund technical assistance & training programs
 - Improve access to finance, markets and farm inputs





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Our Partners

- Host Gov'ts and other Donors
- Private Sector (Starbucks, Keurig-Green Mountain, Smuckers, Cooperative Coffees, World Coffee Research, and many more)
- Foundations and Other Donors
- Implementing Partners (Root Capital, Technoserve, Catholic Relief Services, Michigan State, Texas A&M, and many more).





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How to work with USAID

- USAID's strategic planning at the country level involves government-to-government consultations and outreach to private sector and civil society
- Understanding timing USAID's programming cycle is key





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How to work with USAID

- Primarily via competitive grants and contracts to US and international implementing partners
 - www.grants.gov
 - www.usaid.gov/work-usaid/partnership-opportunities
 - www.feedthefuture.gov/private-sector-engagement-hub/about-partnering
- Partnership Opportunities
 - Global Development Alliances ([the GDA APS](#))
 - [Development Credit Authority](#)
 - Collaborations with existing coffee projects



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Case Study: PEARL & SPREAD

- USAID/Rwanda, 2000 – 2012
- Helped tens of thousands of Rwandans improve their overall standard of living through value chain development.
- Components included off-farm development, capacity building in management, quality improvement and control, product marketing, coffee quality research and development, educational outreach, access to credit, and health and HIV/AIDS awareness.



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Case Studies: Coffee Rust Response

- World Coffee Research/Texas A&M GDA
 - Partners include over 10 coffee companies
 - Identify rust-resistant coffee varieties
 - Address the shortage of disease-resistant coffee seedlings
 - Expand the capability of coffee institutions to monitor and respond to coffee rust
- Root Capital's [Coffee Farmer Resilience Initiative](#)
 - Partners include Starbucks, Keurig-GMCR, Cooperative Coffees, Equal Exchange
 - Expand access to long-term financing
 - Paired with financial and agronomic technical assistance
- Several other programs totaling over \$12 million



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Case Studies: ACCESO in Honduras

- Field Mission level project awarded in 2011
- Competitively awarded to implementer (Fintrac)
- Designed in collaboration with Government of Honduras, civil society, private sector and coffee orgs
- Geographically targeted: “Zone of Influence” – six departments in Western Honduras
- Technical assistance, market access, access to finance, nutrition and food security
- Goal: Lifting 30,000 farmers out of poverty



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Thank you!

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