

Evolution and outlook for coffee sustainability initiatives:

Highlights of research carried out in Colombia

International Coffee Organization
Seminar on the economic, social and environmental impact of certification on the coffee supply chain

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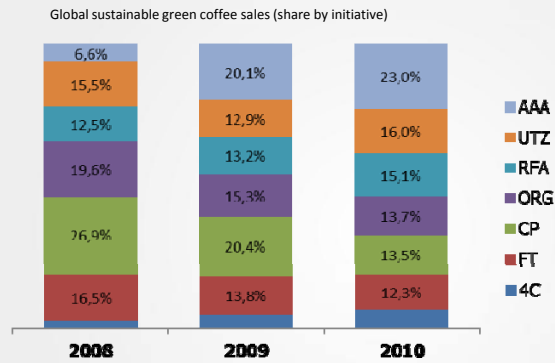
Topics

- Description of the Colombian study
- Differentiating outcomes from impacts
- Producer's perceptions about the programs
- Environmental practices
- Economic results
- Looking forward



Market share of coffee sustainable programs is rapidly changing but there is not enough evidence of its impacts at farm level

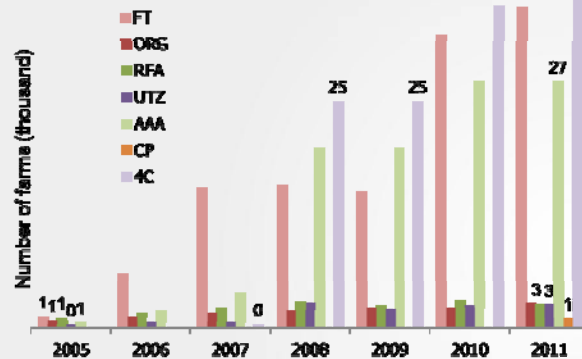
- Millions of producers in developing countries have been adopting standards.
- World coffee sustainable production has grown more than 20 million bags in ten years
- Most of the studies examine Fairtrade and Organic certification



Source: García, J., 2012



Colombian coffee growers are increasingly adopting certification or verification schemes

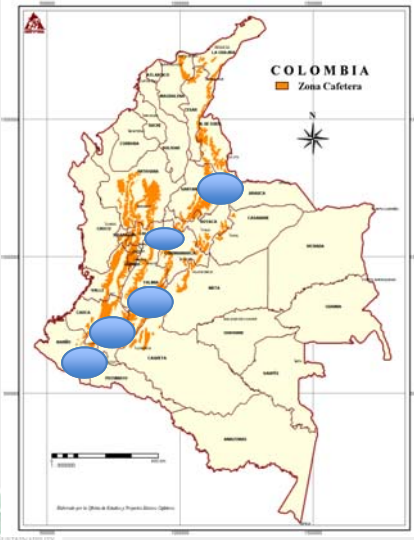


Source: García, J. (2012) based on FNC information

- Nearly 20% (130 thousand) of Colombian producers source verified and certified sustainable coffees



The COSA Colombian study is intended to understand the economic, social and environmental changes

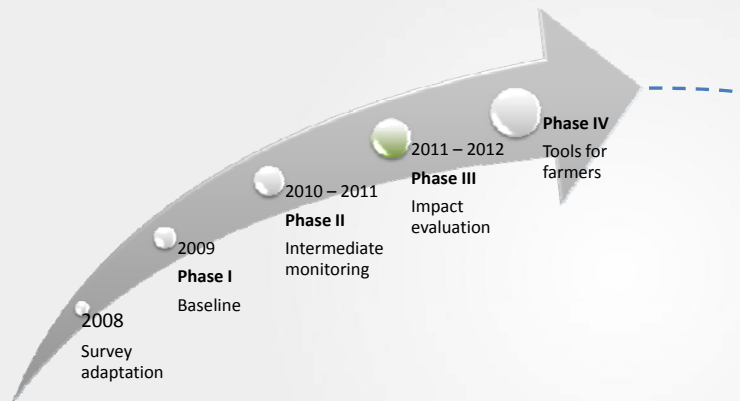


Study profile:

- **4 Certifications** [Fair Trade, Organics, Rainforest Alliance, UTZ Certified]
- **3 Codes of conduct** [Nespresso AAA, CAFE Practices, 4C]
- **Control groups** of conventional farmers
- **Sample:** 2.477 coffee farmers
- **M & E**
- **Impact** assessment



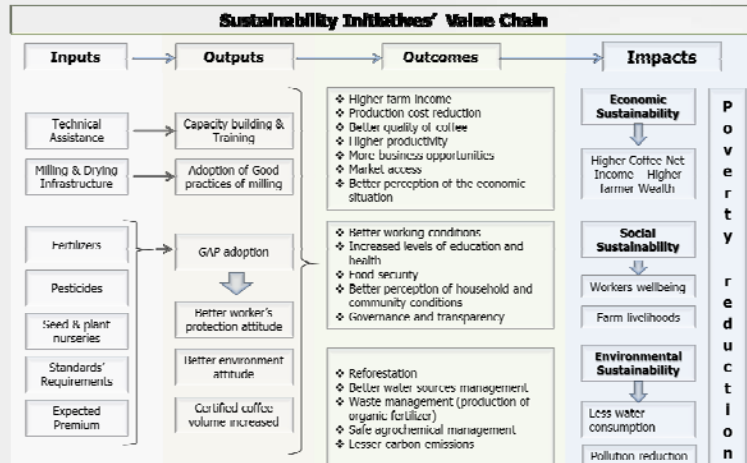
Sustainability initiatives impact needs to be measured over time



- More than short term observations are needed to account for impacts



Measurement has to differentiate outcomes from impacts, but impacts have to be specified

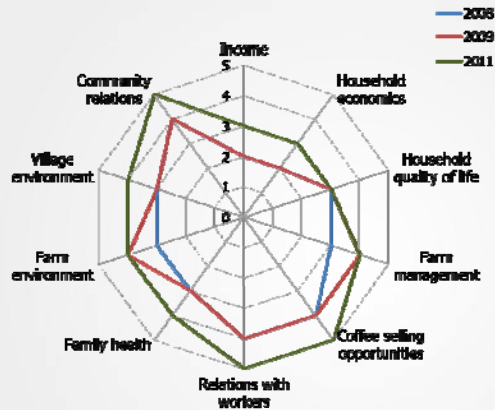


Source: Garcia, C.; Garcia, J.; Ochoa, G.; Celis, M. CRECE (2012)

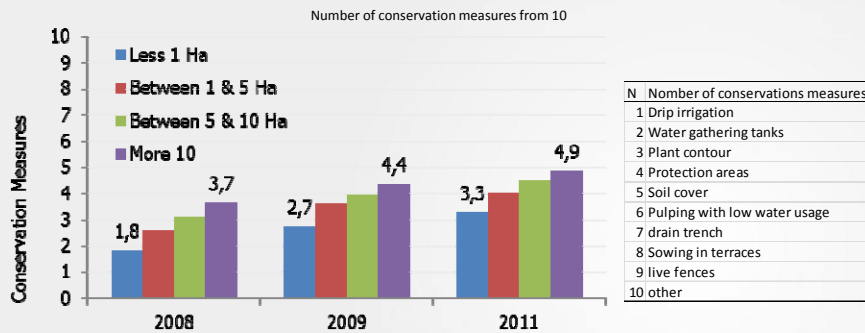
Evolution of sustainability initiatives

Better farmer's perceptions

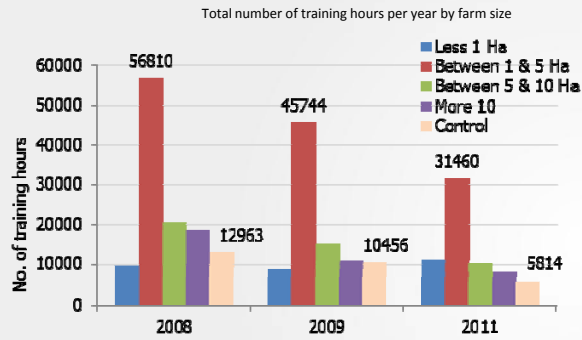
- Producers perceive better environment as well as social conditions
- Perceptions about economical issues are still low and show moderate improvement
- Household quality of life perception remains unchanged



Environment conservation practices are progressing, no matter farm size



High intensity of training for small farmers, although it seems that organizational support is reducing

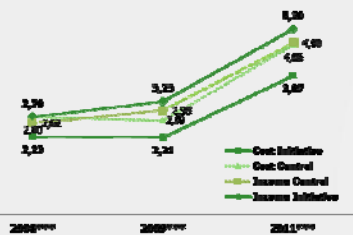


Are farmers able to continue some practices without organizational support?

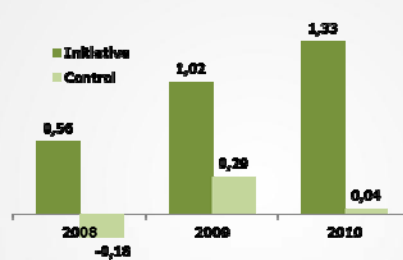


Despite the low level of coffee prices, higher net income is being obtained

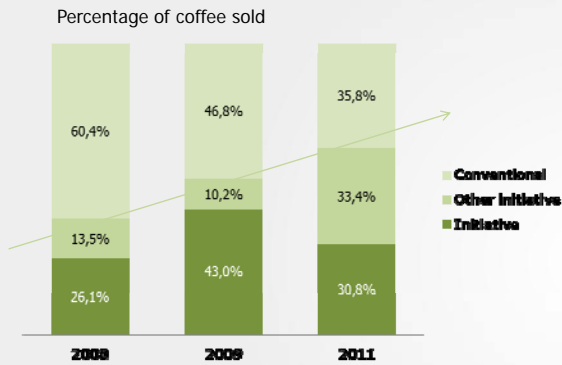
Income and production cost (US\$/Kg green coffee)



Net income (US\$/Kg green coffee)



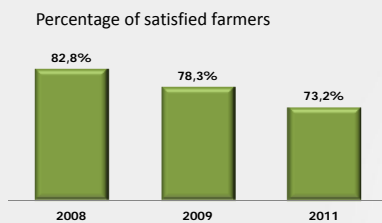
Although farmers are selling more certified coffee, the amount of coffee sold to the initiative is slightly decreasing



Producers have been adopting more than one initiative



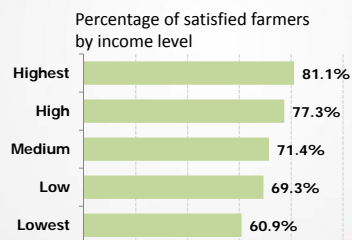
Farmers' satisfaction with the initiatives is still high although has started to decrease



Percentage of satisfied farmers has dropped by -9.2%

Satisfaction with the initiatives depends on income levels

Higher levels of income are associated with higher levels of satisfaction



Looking forward

- The evolution of coffee sustainability initiatives has been positive during the last four years shows certain progress in good practices, and impacts seem to be in the correct direction.
- However, the nature and the durability of impacts are less clear and must be understood in order to have good results in the long term. Investment in this knowledge is likely to have a good return.
- Sustainability requires organizational support. Will organizations continue to fund capacity, inputs, technical assistance and credit?

