CONTENT OF THE PRESENTATION

• Coffee: Current Situation
• Strategy of Intervention
• Management Models
• Budget
Coffee:
193,000 Has
105,000 Families

More than half a million people linked

70% of small producers with less than 2 Hectares.

One Hectare of coffee, generates 0.6 jobs – annual jobs.

15% of total familiar agriculture (Agriculture GDP)

POTENTIAL GEOGRAPHICAL COVERAGE

ROBUSTA COFFEE

71,359 Hectares

ARABICA COFFEE

121,650 Hectares

70% of small producers with less than 2 Hectares.

One Hectare of coffee, generates 0.6 jobs – annual jobs.
Contributing to “Good Living” of the coffee growers, by improving productivity and profits using environmentally friendly production systems and strengthening social and organizational aspects.

**ROBUSTA COFFEE: DATA IN ECUADOR**

- 100 Millions USD per year in imports.
- 1,000,000 quintals in average.
- 71,359 Hectares
- Average Yield: 4 qq / Ha / year
- Production 2011: 309,393qq

**OBJECTIVES OF THE PROJECT (5 YEARS)**

- Outcome: Decrease imports
- Renew 30,000 Has of Robusta - 42% of the total
- Robusta Average Yield: 40 qq/ha/year
- Increased production: 769,000 qq per year after year 5
ARABICA COFFEE:
DATA IN ECUADOR

- 61 Millions USD of Exports per year (2011).
- Annual market growth: 15.47%
- 121,650 Hectares
- Average Yield: 4.33 qq / Ha / year
- Production 2011: 526,000 qq

OBJECTIVES OF THE PROJECT (5 YEARS)

- Increase Exports to: 180 Millions USD per year.
- Renew 105,000 hectares of arabic coffee (86 %)
- Arabica Average Yield: 20 qq/ha/year
- Increased Production: 1,500,000 qq per year after year 5

CONSOLIDATED
STATEMENT
ARABICA - ROBUSTA

- Increase in exports: $280 M per year after year 5.
- Renovation of Arabica Coffee Plantations (86 %)
- Robusta Coffee Average Yield: 40qq/Ha/year
- Increase in Production: 2,269,000 qq per year (from 2016)
NATIONAL STRATEGY OF REACTIVATION

- Research
- Special lines of credit
- Training depending on abilities
- Designation of Origin

![SENESCYT](image1.png)
![ENF](image2.png)
![Intap](image3.png)
![MIPRO](image4.png)
![IEPI](image5.png)

Traceability

AGROCALIDAD

PROJECT OF REACTIVATION - COFFEE AND COCOA UNIT (MAGAP)

PARTNERSHIP STRENGTHENING

- Production of genetic material
  - Selection of best materials.
  - Construction of Macro-nursery gardens
- Productive Development
  - Improving capabilities through specialized extension services.
- Financing
  - Development of credit lines, adapted to the cycles of both crops
- Post-Harvest and Marketing
  - Development of projects and links with industries, through contracts

INSTITUTIONAL STRENGTHENING
PRODUCTION OF GENETIC MATERIAL

- Selection of best materials.
- Construction of Macro-nursery gardens for robusta coffee (30000 Has) and specialized coffees (20000 Has. of Arabica)
- Plant clonal gardens and seedbanks.

<table>
<thead>
<tr>
<th>NURSERY GARDENS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILT</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>IN PROCESS</td>
<td></td>
<td>22</td>
<td></td>
<td></td>
<td>22</td>
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<tr>
<td>Total</td>
<td>2</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>24</td>
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</tbody>
</table>

GOAL: PRODUCTION OF 525 MILLIONS OF PLANTS FOR THE REACTIVATION OF 135,000 HECTARES OF COFFEE IN 5 YEARS.

PRODUCTION OF GENETIC MATERIAL

Area: 3,08 hectares.
This Macro nursery garden:
162 m length x 33,5 m width.
It will consist of 24 sections.
Each section with a capacity of 1,500,000 plants.
PRODUCTIVE DEVELOPMENT

- Approval of technical criteria at a national level (GADS, NGOs, private sector)
- Technical Assistance and Training (Small producers related)
- Creation of local service businesses to provide complementary services

<table>
<thead>
<tr>
<th>PRODUCERS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trained</td>
<td>1,200</td>
<td>5,000</td>
<td>12,000</td>
<td>12,000</td>
<td>9,000</td>
<td>39,200</td>
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<tr>
<td>Local business</td>
<td>90</td>
<td>110</td>
<td>110</td>
<td>90</td>
<td>400</td>
<td>700</td>
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</tbody>
</table>

PRODUCTIVE DEVELOPMENT

- PHYTOSANITARY CONTROL AND REHABILITATION OF PLANTATIONS.
- DELIVERY OF KITS AND TECHNICAL ASSISTANCE.

14,000 HAS.
ORGANIZATIONAL STRENGTHENING

• Registration of producers.
• Creation of associative reinforcement brigades.
• Strengthening in business management.

<table>
<thead>
<tr>
<th>CROP</th>
<th>Producers Related</th>
<th>ORGANIZATIONS</th>
<th>% over total producers</th>
</tr>
</thead>
<tbody>
<tr>
<td>COFFEE</td>
<td>67,500</td>
<td>53</td>
<td>64%</td>
</tr>
</tbody>
</table>

Social Base of Organized Coffee Producers

53 BASE ORGANIZATIONS
67,500 PRODUCERS
### ASSOCIATIVE TRADE & QUALITY

**CONSTRUCTION OF STORAGE CENTERS**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage Centers</td>
<td>$100,000</td>
<td>40,00</td>
<td>$4,000,000</td>
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**INVESTMENT**

**MARQUEE**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
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<tr>
<td>Marquee</td>
<td>$160</td>
<td>25000</td>
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### Fermentation Tank

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<th>DESCRIPTION</th>
<th>PRICE</th>
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</thead>
<tbody>
<tr>
<td>Fermentation Tank</td>
<td>$100</td>
<td>25000</td>
<td>$2,500,000.00</td>
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</tbody>
</table>

### Coffee Pulping Machine

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
<th>Contribution from the Project</th>
<th>Contribution from beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffe Pulping Machine</td>
<td>$450</td>
<td>25000</td>
<td>$11,250,000.00</td>
<td>10,000,000.00</td>
<td>1,250,000.00</td>
</tr>
</tbody>
</table>

DH – 2: COMUNIDAD KICHWA EN LORETO – ROBUSTA (ORELLANA)
ECOLINE 400: CANTÓN SAN GABRIEL – ARABIGA (MANABI)
• The plan will contribute to the reforestation as renovation will take place in areas where old coffee plants already existed.
• The plan will also have an important socioeconomic impact because of the improvement in the standards of living of 42% of all coffee growers.

**SOCIAL AND ENVIRONMENTAL EFFECTS**

**BUDGET**

<table>
<thead>
<tr>
<th>CROP</th>
<th>TOTAL BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAFÉ – Arabica &amp; Robusta</td>
<td>$59’178.547,00</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>RUBRO</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecuador-MAGAP</td>
<td>5’456.538,40</td>
<td>16’631.775,21</td>
<td>13’537.491,45</td>
<td>3’052.741,94</td>
<td>38’678.547</td>
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<tr>
<td>Productive Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action plan - potential donors</td>
<td>0</td>
<td>8’200.000</td>
<td>8’200.000</td>
<td>4’100.000</td>
<td>20’500.000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>38’678.547</strong></td>
<td><strong>24’931.775</strong></td>
<td><strong>17’737.491</strong></td>
<td><strong>7’152.741</strong></td>
<td><strong>68’669.547</strong></td>
</tr>
</tbody>
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