Improving Working and Living Conditions for Coffee Smallholders in Colombia
Ensuring the future of sustainable coffee production in Colombia is a concern due to ageing farmers, traditional farm practices, low productivity and climate change.

- Coffee production is one of the most important agricultural activities for the Colombian economy.
- Coffee has been identified by the Colombian Government as one of the five key driver sectors for the country's progress.
- However:
  - Low incomes, low attractiveness of the sector, poor health and migration of young adults.
  - No access to productive assets, low salary and unappealing work, are some of the reasons that young adults leave coffee farming and migrate to cities looking for attractive employment.
  - Continuous investments into young adults in coffee communities is key to guarantee a sustainable, high quality future coffee supply from Colombia.
To address the difficulties Colombian smallholder coffee farmers and young adults of coffee communities are facing, Melitta and 4C have started a joint project

- **PROJECT TITLE:** Improving working and living conditions for coffee smallholders in Colombia
- **PROJECT PROPOSAL submitted by:** Melitta Europe and 4C Services
- **FINANCIAL SUPPORT:** develoPPP project financed by DEG with public funds from BMZ and Melitta Europa GmbH & Co. KG – Division Coffee – and 4C Services GmbH
- **PERIOD:** Three years, from June 2020 until April 2023
- **IMPLEMENTING PARTNERS:** Federación Nacional de Cafeteros de Colombia (FNC), International Center for Tropical Agriculture (CIAT), Nes Naturaleza (NES)
To maintain coffee production in Colombia, sustainable farming practices are vital to effectively and efficiently manage the farm and to generate increased income.

This is the starting point of the project, which has the following objectives:

1. Implementation of sustainable agricultural practices to improve long-term economic and ecological viability of smallholder farms

2. Enhancement of the attractiveness of the sector for young adults

3. Increase of Colombian smallholder coffee market uptake in Europe, strengthened through 4C certification and linkage to European buyers
To achieve the project goal, three work packages have been defined:

<table>
<thead>
<tr>
<th>Baseline Study</th>
<th>Training Program</th>
<th>Market Access</th>
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</thead>
<tbody>
<tr>
<td>Risk analysis, desk research and multistakeholder workshop to identify project implementing region and determine training content</td>
<td>Training program, including training on adaptation to climate change and demonstration farms. Financing of improvement measures</td>
<td>Conduct marketing and communication campaigns. Establish direct links with European coffee roasters and coffee farmers to support uptake of 4C coffee</td>
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Improved sustainable agricultural management of Colombian coffee growers contributing to long-term economic and ecologic viability of smallholder farms, increasing attractiveness for young adults, and market uptake in Europe.
In a first step, a risk assessment has been conducted for 15 coffee relevant departments, to pre-select higher risk regions for the in-depth baseline study.

(1) Data collection, processing and mapping
- Identification and processing of available datasets on biodiversity, land use change, carbon stock and social indices
- Classification and mapping of biodiversity data into No Go Areas (designated protected areas with a strict protection status)
- Mapping of potential deforestation 2006-2019 and grassland conversion

(2) Calculation of GRAS Risk Index and ranking
- Area calculation of overlap of each dataset with the municipality outlines
- Calculation of GRAS Risk Index
- Mapping of assessment results and ranking of municipalities according to GRAS Risk Index

(3) Mapping supplementary datasets
- Identification and evaluation of supplementary datasets on water ways, groundwater bodies, and road infrastructure
- Selection and mapping of additional datasets

(4) Reporting
- Summary Report
- Excel Table with detailed results per municipality
- Interactive Maps
Seven departments have been selected for the in-depth analysis

Criteria for pre-selection of regions:

- Important coffee sourcing regions for Melitta
- Regions identified with high or medium risk based on a GRAS Risk Index > 3.5
  - Caquetá, Antioquia, Meta
- Possible synergies with similar projects in the area (INCAS project)
  - Huila

Multistakeholder workshop on 25 November 2020 to define implementing region and training content
During the baseline study, challenges for coffee producers and young adults are identified to be addressed in the training program to improve farmers' lives.

- **Conduct baseline study** and **multistakeholder workshop** to identify social, environmental and economic challenges that make coffee production risky, volatile and unappealing for young adults.

- **Define focal training topics** to address identified challenges and areas for improvement.

- **Determine project implementation region** where the biggest impact can be achieved.

- **Conduct field trips** to identify good practices and select demonstration farms.
Based on the major challenges and improvement areas identified, a tailored training program for different target groups is developed and implemented.

- Develop training approach, content and documents for different target groups (master trainers, young adults, farmers)
- Set-up young farmer field schools and training plots
- Conduct trainings for different target groups
- Financially support young adults to implement learnings from trainings
- Multistakeholder workshop to anchor and disseminate the results
The development and implementation of a training program is an essential component of the project.

- **Maintain sustainable practices**: Train farmers and young people to serve as trainers, lead farmers, extension workers, and inspectors of farms to ensure that sustainable practices are maintained.
- **Multistakeholder approach**: Encourage local government, sector stakeholders, business people, educators, farmers, agricultural professionals as mentors and educators to young adults.
- **On-farm field schools**: Teach management, cultivation skills, biodiversity, pruning, post-harvest processing, financial management, marketing, and price negotiation.
- **Technical education centers**: Provide training courses to improve quality in the coffee supply chain through local technical education centers.
- **Set up initiatives**: Improve social life among young people, provide resources for cultural activities, personal development, and environmental protection.
Certification, communication and direct partnerships support the long-term viability and market uptake of coffee.

Conduct marketing and communication campaigns:
- Melitta purchased coffee from Colombia for their „Kaffee des Jahres 2020“
- Possible project promotion in potentially upcoming coffee campaigns of Melitta
- Videos, visuals, communication material
- Project webpage
- Social media advertising
- Presentation at events

Establish direct links with European coffee roasters and coffee farmers to support uptake of 4C coffee.

Support long-term viability and continuous improved market uptake of sustainable coffee.
Smallholder coffee farmers, young adults and European buyers benefit from the project through improved livelihoods, empowerment and sustained coffee supply.

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<th>Smallholder Coffee Farmers</th>
<th>Young Adults of Coffee Communities</th>
<th>European Coffee Buyers</th>
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<td>Improved yields and income due to application of good agricultural practices</td>
<td>Empowered youth and sense of ownership and responsibility towards project outcomes</td>
<td>Ability to source certified sustainable coffee from Colombia in the future</td>
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<td>Reduced livelihood vulnerability due to income diversification and non-farm employment</td>
<td>New and improved work opportunities in the coffee sector for young adults</td>
<td>4C certified sustainable coffee production to better respond to consumer needs who increasingly demand sustainably produced coffee</td>
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<td>Improved credibility, long term collaboration, innovation, new perspectives and expertise through establishment of new partnerships within the coffee sector</td>
<td>Improved access to resources (e.g. credit), services (e.g. technical assistance) and products (e.g. new coffee varieties, fertilizer)</td>
<td>Increased revenues and improved brand awareness due to communication on the sourcing of certified sustainable coffee</td>
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Smallholder Coffee Farmers

- Young Adults of Coffee Communities
- European Coffee Buyers

Empowered youth and sense of ownership and responsibility towards project outcomes

Ability to source certified sustainable coffee from Colombia in the future
Melitta and 4C together wish to contribute to positive impact on coffee farmers and young adults, beyond the project’s scope and timeframe.

Contact us if you would like to:
- Learn more about the project
- Purchase coffee from the farmers of the project
- Implement further projects together

Do you have any questions?

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