



GOVERNO DO ESTADO
DO ESPÍRITO SANTO
*Secretaria da Agricultura,
Abastecimento, Aquicultura e Pesca*



Sustainability strategies in the Brazilian coffee sector

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Campinas - SP - Brazil
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**New
CONSUMPTION
patterns**



IBM INSTITUTE FOR BUSINESS VALUE

THE LAST CALL FOR SUSTAINABILITY

IBM INSTITUTE FOR BUSINESS VALUE
NATIONAL RETAIL FEDERATION

CONSUMERS WANT IT ALL



93%

of consumers globally say COVID-19 affected their view on environmental sustainability

84%

indicate environmental sustainability is important when deciding on a brand

62%

of consumers say they're willing to change their purchasing habits to reduce environmental impact.

CONSUMER INSIGHTS

9,370 people in 26 territories or countries

Before considering/making a purchase with a retailer, how often do you consciously consider the following factors?

Produces items with a traceable and transparent origin:

Global

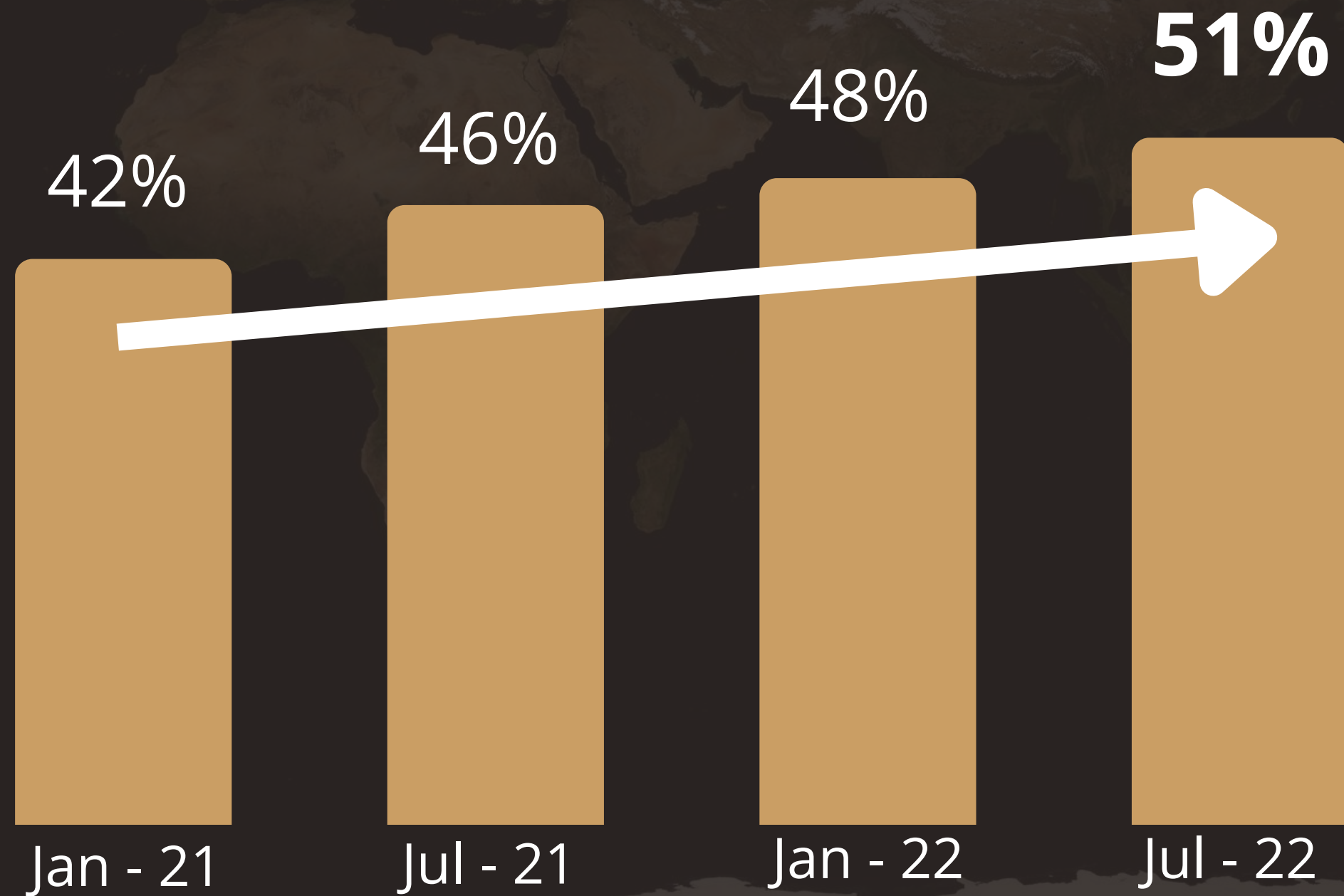
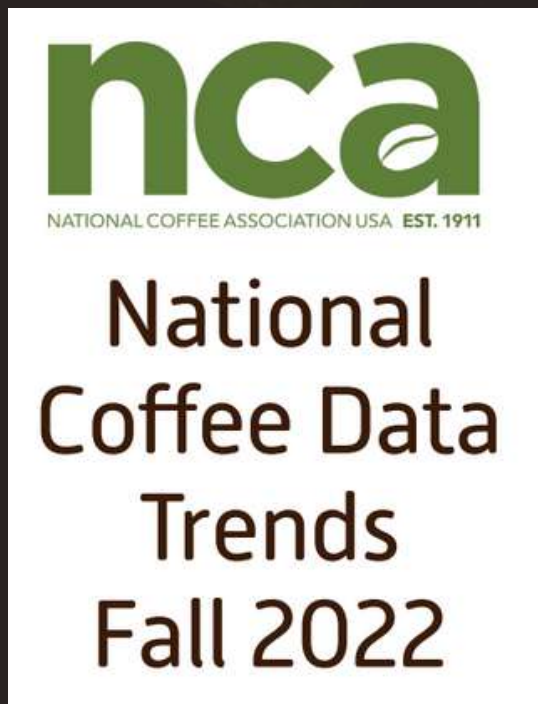


Brazil



More young people are drinking coffee than ever before

Past-day coffee consumption among 18 to 24-year-olds





nca

we serve coffee

National
Coffee Data
Trends
Spring 2023

Media Highlights



WE SERVE
Coffee

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911



Coffee continues reign as America's favorite beverage: Spring 2023 National Coffee Data Trends report

April 4, 2023 | NEW YORK - Past-day coffee consumption across all generations has stabilized and returned to pre-COVID levels. More Americans drank coffee in the past day (65%) than any other beverage, according to the latest "Atlas of American Coffee" published today (Tuesday).

Two-thirds of Americans drank coffee in the past-day



Coffee is still America's most popular beverage!

65% of Americans chose coffee (in the past day)

56% bottled water

46% tea

45% tap water

41% soft drinks

22% juice

0 10 20 30 40 50 60 70 80 90 100



Americans drink coffee more than any other beverage, including water!

WHO WILL SERVE THIS CONSUMER?



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Espirito Santo State's Coffee Sector Sustainable Developing Program





A Closer Look at Coffee, due to its importance in **Espírito Santo**



Primary driver of
Income and Employment
in rural areas



Coffee farming

Number of coffee-producing farms

- Arabica: 26.320
- Conilon: 49.005
(*C. canephora*)

75.325 (69,7% from total)



A hand holding a cup of coffee with latte art, and a close-up of a coffee bean.

Purpose

Consolidate Espirito Santo State as one of the main Coffee origins in the world in terms of diversity and quality with sustainability, being recognized as a reference in productivity and well-being of producing families.

Program Structure



Governance



Sustainability



Technology



Social



Adding value

27 Projects





Sustainability



Sustainability certifications promotion

- Sustainable Coffee Project



Agrochemicals rational use and bioinputs expansion



Low carbon coffee farming



Water resources: quality and conservation improvement



Forest Restoration and Conservation



Climate change mitigation and adaptation

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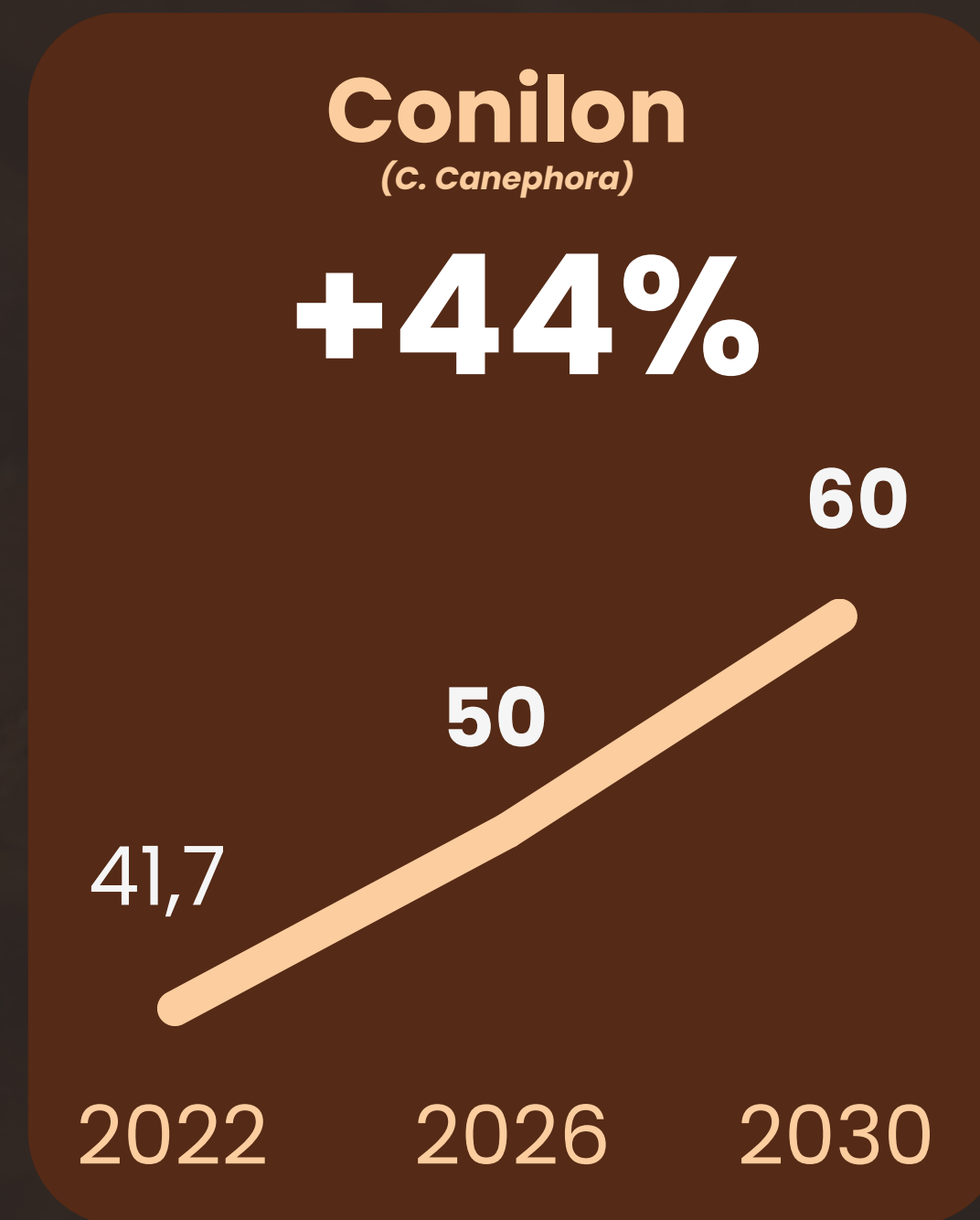
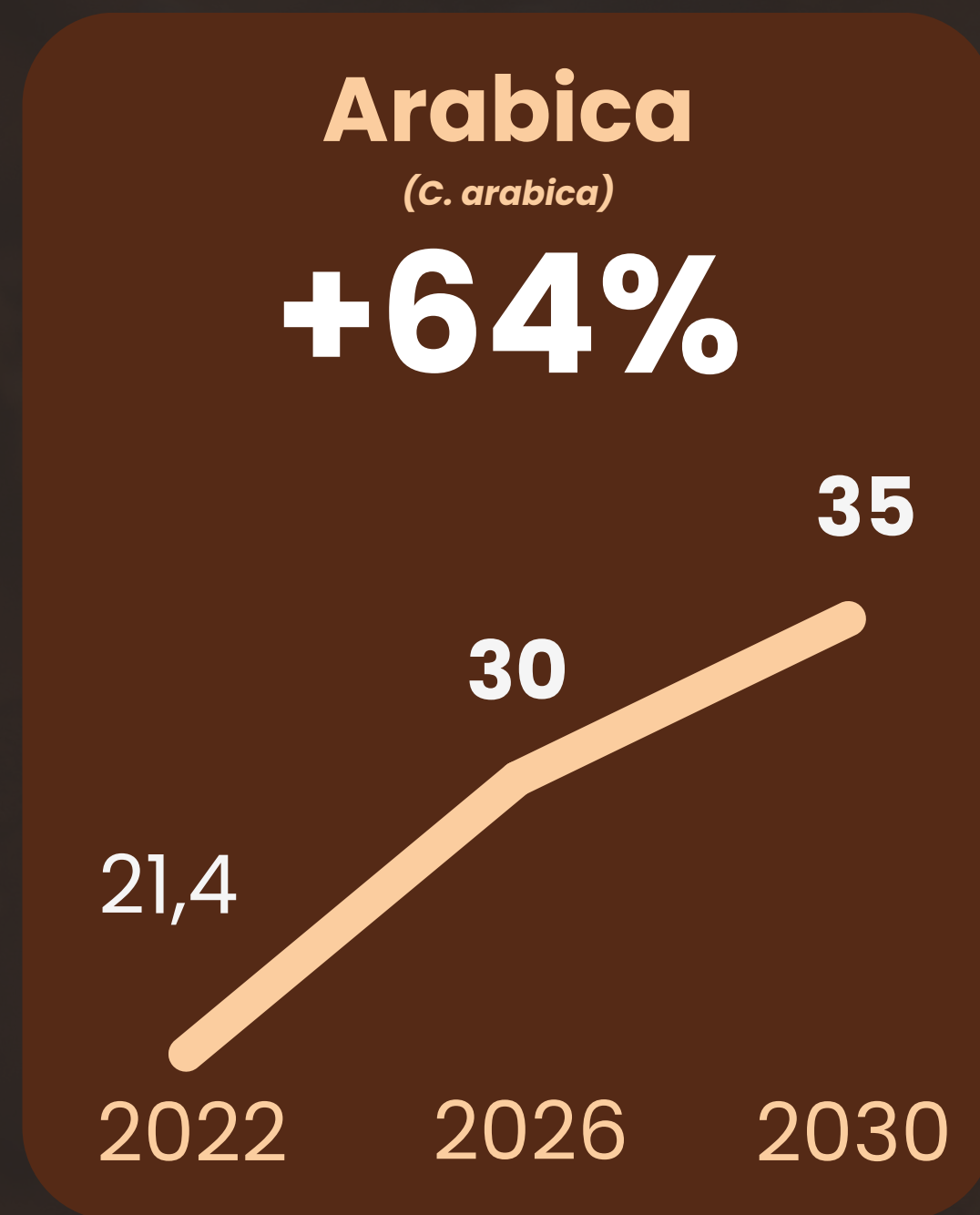


GOALS



GOALS

Average productivity (bags/ha)



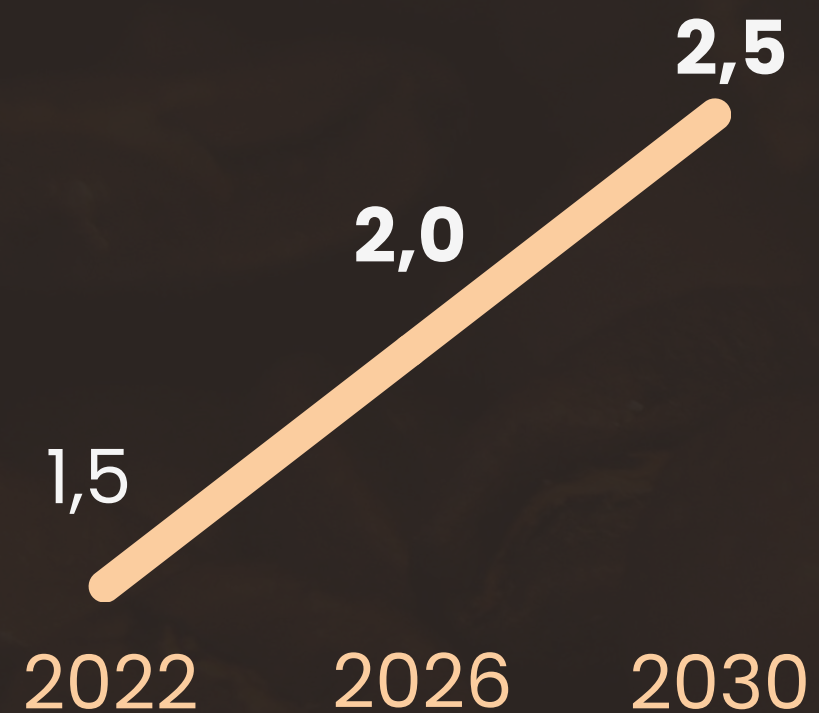
Premium Coffee

(million bags)

Arabica

(*C. arabica*)

+67%



Conilon

(*C. Canephora*)

150x





GOALS

Sustainability Reference Guide



(number of farms)

Arábica
(C. arabica)

75x



Conilon
(C. Canephora)

200x





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