Sustainability strategies in the Brazilian coffee sector

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Campinas - SP - Brazil
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New CONSUMPTION patterns
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.

Source: IBM Institute for Business Value - The Last Call for Sustainability, 2021; IBM/IBV and NRF, Consumers want it all, 2022.
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:** 51%
- **Brazil:** 60%

More young people are drinking coffee than ever before
Past-day coffee consumption among 18 to 24-year-olds
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).

WHO WILL SERVE THIS CONSUMER?
Espírito Santo State's Coffee Sector Sustainable Developing Program
Primary driver of Income and Employment in rural areas

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

Number of coffee-producing farms

- Arabica: 26,320
- Conilon: 49,005
  \((C.\ canephora)\)

75,325 (69.7% from total)

Source: IBGE.
Purpose

Consolidate Espírito 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 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
GOALS
Average productivity (bags/ha)

Arabica (C. arabica)
- 2022: 21.4
- 2026: 30
- 2030: 35
+64%

Conilon (C. Canephora)
- 2022: 41.7
- 2026: 50
- 2030: 60
+44%
Premium Coffee
(million bags)

**Arabica**  
(C. arabica)  
+67%

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**Conilon**  
(C. Canephora)  
150x

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Sustainability Reference Guide

(number of farms)

**Arábica**
*(C. arabica)*

- 2022: 200
- 2026: 5,000
- 2030: 15,000

- Goal: 75x

**Conilon**
*(C. Canephora)*

- 2022: 100
- 2026: 3,000
- 2030: 20,000

- Goal: 200x

2022
2026
2030

G O A L S