



RAINFOREST ALLIANCE AND 4C ASSOCIATION

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AGENDA

- What is the 4C Association?
- What is the Rainforest Alliance?
- How do 4C Association and Rainforest Alliance combine efforts supporting farmers on their way to a sustainable coffee production?



What is the 4C Association?



For a better coffee world

The 4C Association

... is an inclusive membership driven organization of coffee farmers, trade & industry and civil society. Members work jointly towards improving economic, social & environmental conditions through more sustainable and transparent practices for all who make a living in the coffee sector.


... aims to be recognized by the coffee sector as the first step towards a more sustainable and transparent worldwide coffee community.

Mainstreaming sustainability

Various
(international) standards

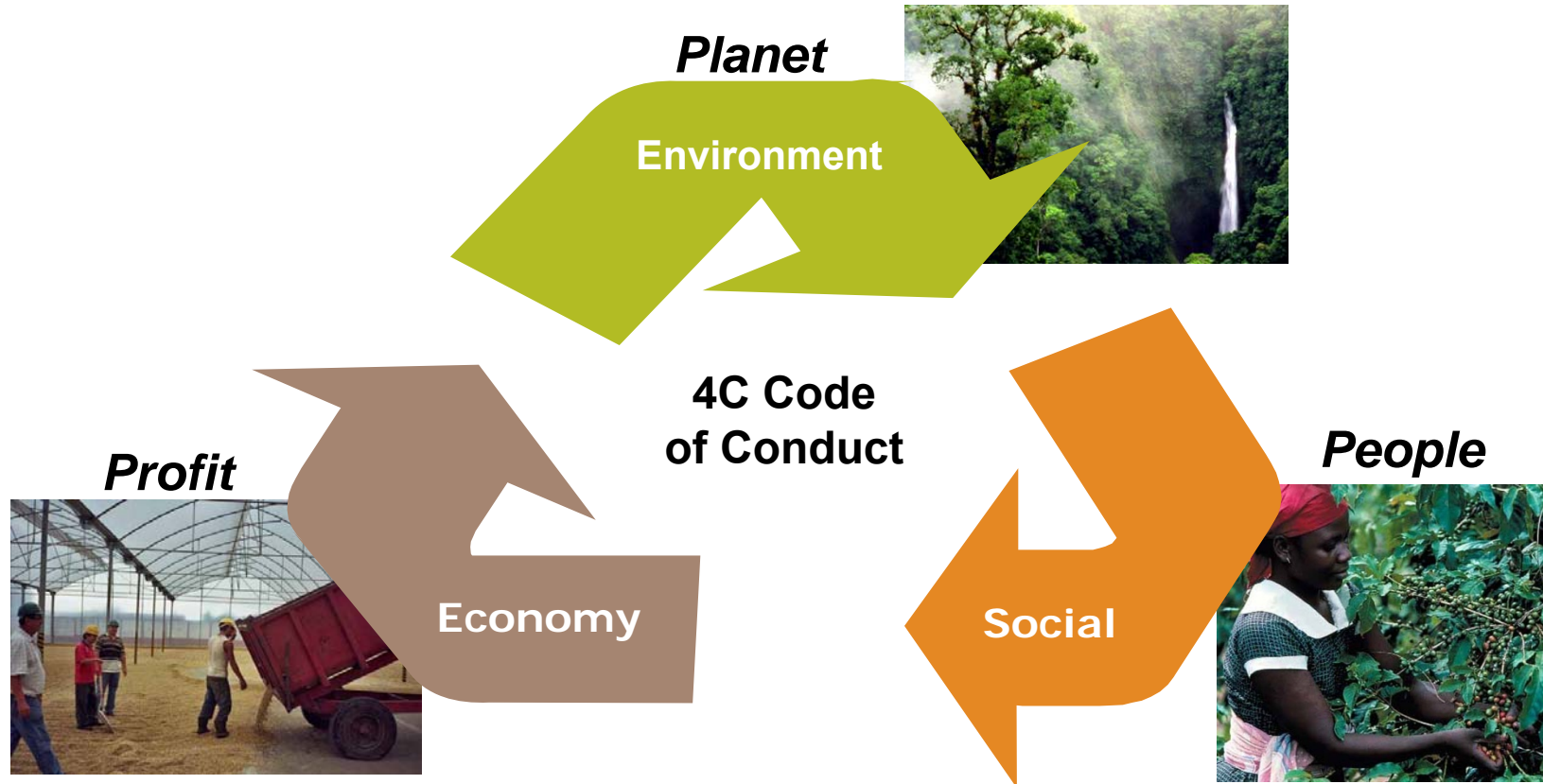
Mainstream market



4C
Competence


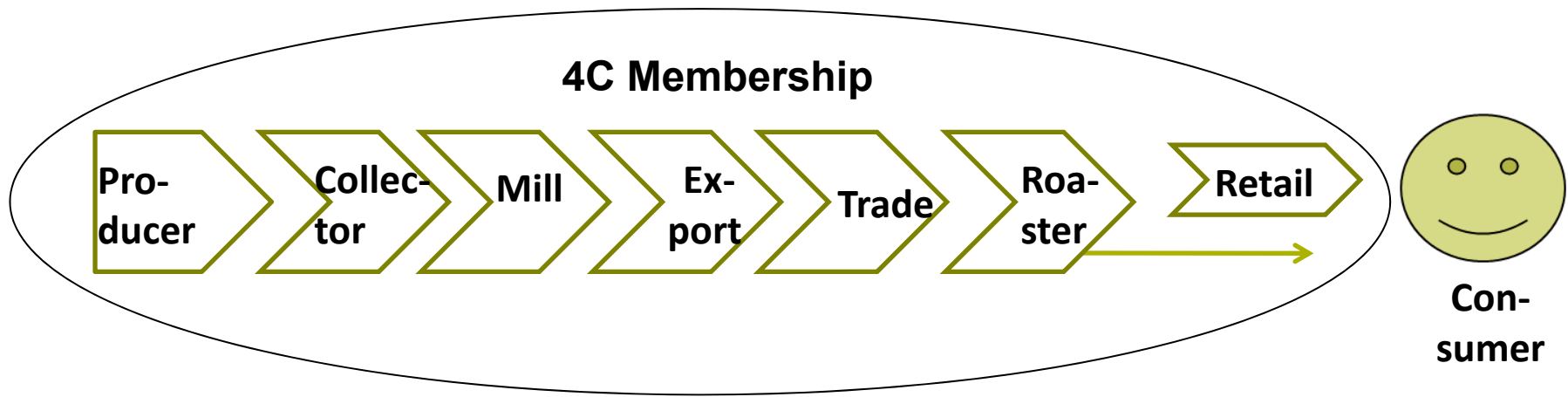
Sustainability- **Base**line
as driving force for the entire coffee sector
→ Benchmarking with existing schemes against 4C

Sustainability in the mainstream coffee sector



Sustainable supply chains start with the producer...

- ... and involve all actors along the supply chain
- Working with business-to-business concept for production, processing & trading of green coffee
- Investing in sustainable practices to ensure future supply & consistent qualities
- Providing mainstream consumers with a no-worry product



Facts: 142 Members

As of November 2010

Associate Members



<http://www.4c-coffeeassociation.org/en/index.php>

Facts: Support Services

- More than 500 Multipliers trained worldwide via trainers, partners & 4C Units
- Tool library
- Partnerships with relevant organisations
- Global platform for local cooperation
- First pilot on measuring impact for farmers

As of
November 2010

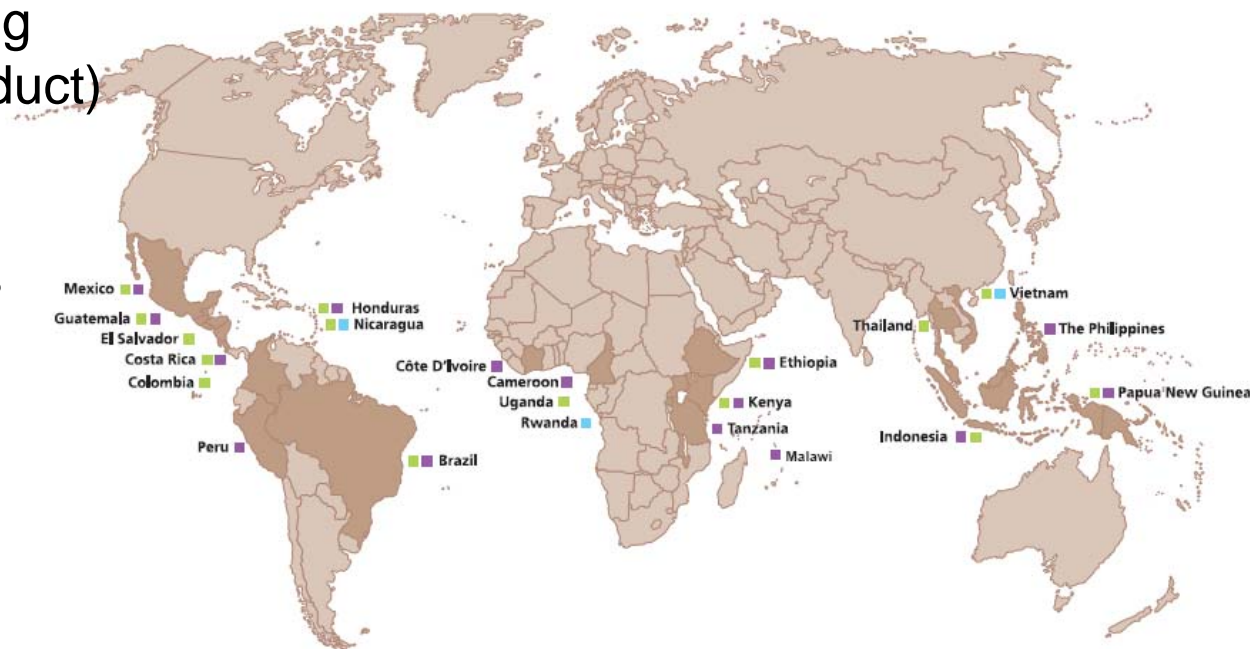


➡ Access to know-how, tools, trainings for coffee producers

Facts: Verification

**As of
November 2010**

- 90 registered 4C Units
(entities implementing
the 4C Code of Conduct)
in 22 countries
- 73 licensed 4C Units
- 78,714 Producers
- 281,222 Workers
- 452,725 Hectars



Production
Potential



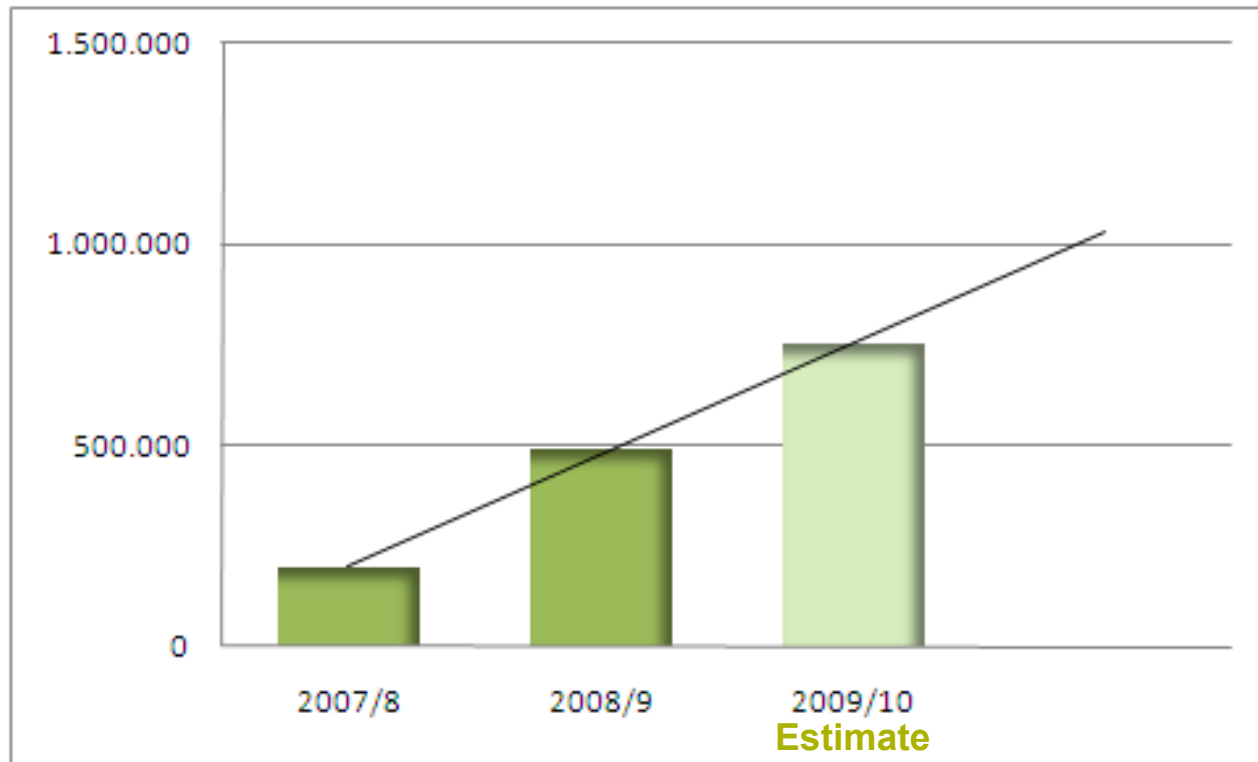
**~ 12 Mio. Bags of
4C Compliant Coffee**

**≈ 10% of the
global coffee
production**

**As of
Dec 2009**

Facts: Commercial Reporting 2008/9

- Increase of 150% of volumes purchased in 2009
- Increase from 10 to 23 industry members in 2009
- Commercial reporting 2009/2010 in process



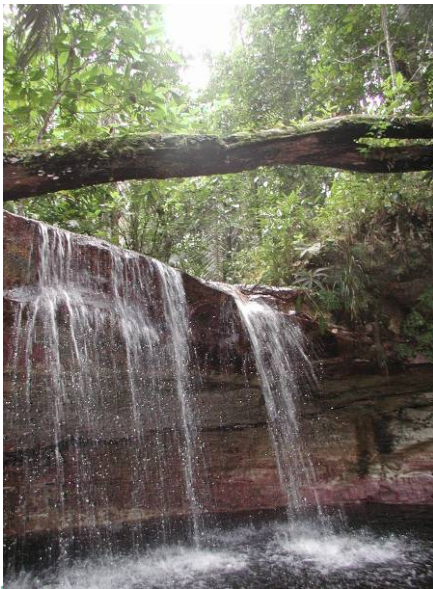
WHAT IS THE RAINFOREST ALLIANCE?



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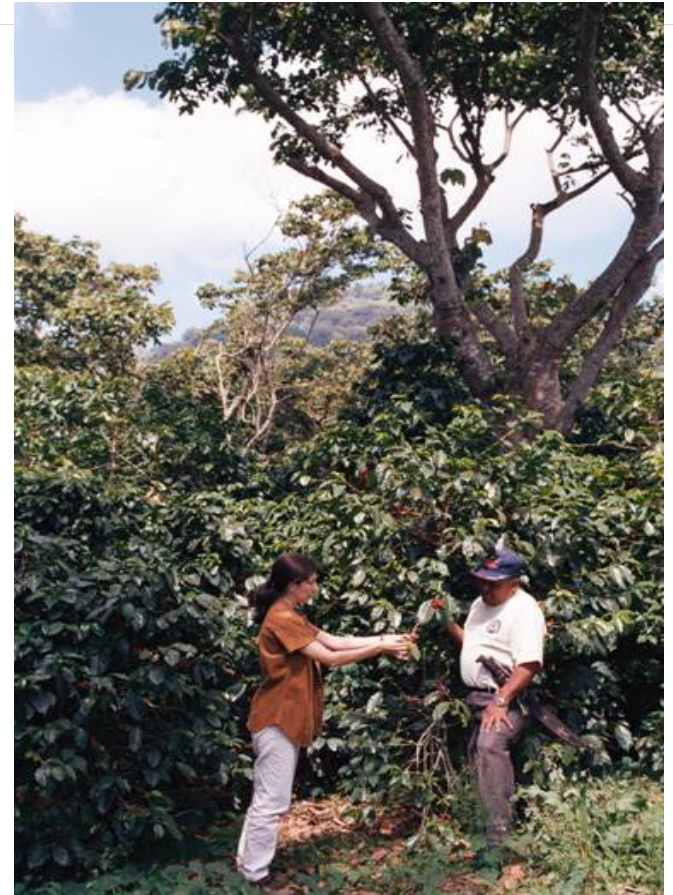
The Rainforest Alliance is an international, nonprofit environmental and sustainable development organization.

It works to conserve biodiversity and ensure sustainable livelihoods



SUSTAINABLE AGRICULTURE

- 655,000 hectares certified
- 1 million people directly benefit
- work in 28 countries

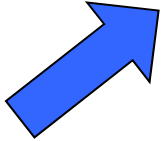


Sustainable Agriculture Network



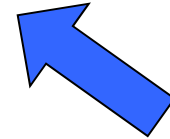
PRINCIPLES OF SUSTAINABLE AGRICULTURE

Scientists

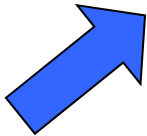


1. Social and Environmental Management System
2. Ecosystem conservation
3. Wildlife protection
4. Water conservation
5. Fair treatment and good working-conditions for workers
6. Occupational Health and Safety
7. Community relations
8. Integrated crop management
9. Soil management and conservation
10. Integrated waste management

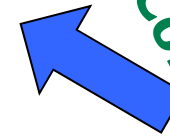
Conservationists



Industry



Communities

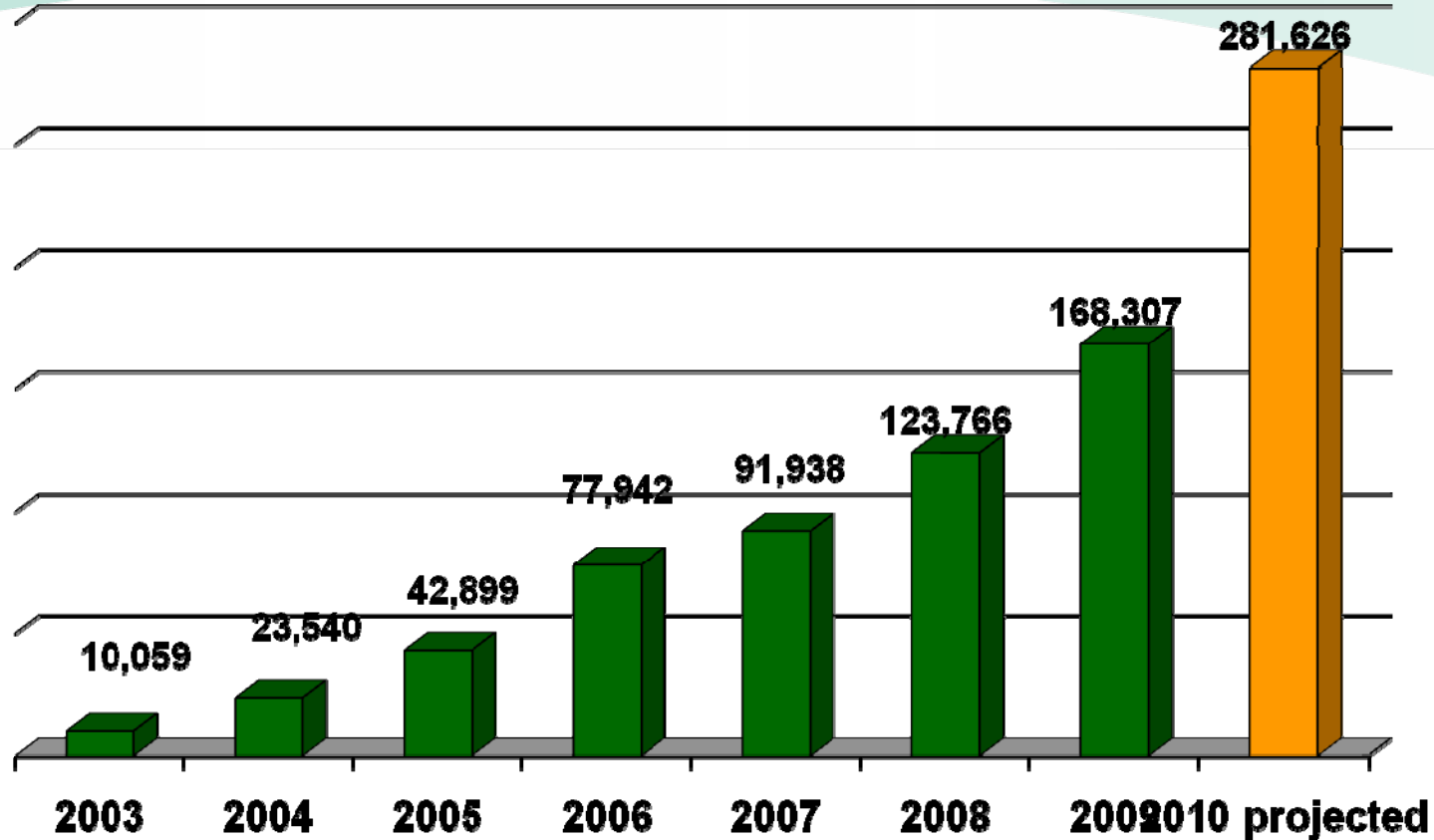


El café Certificado Rainforest Alliance

- 52% de toda la producción de café certificado fue vendido bajo el sello *Rainforest Alliance Certified*TM
- Incrementando su comercialización en el mercado de Café. 5% del total del café mundial.
- Durante el 2009 tuvimos fincas certificadas de 9 nuevos países: India, Kenia, Uganda, USA, Vietnam y Zambia.
- El sobre precio promedio pagado por el café certificado fue de: \$0.11 por libra.



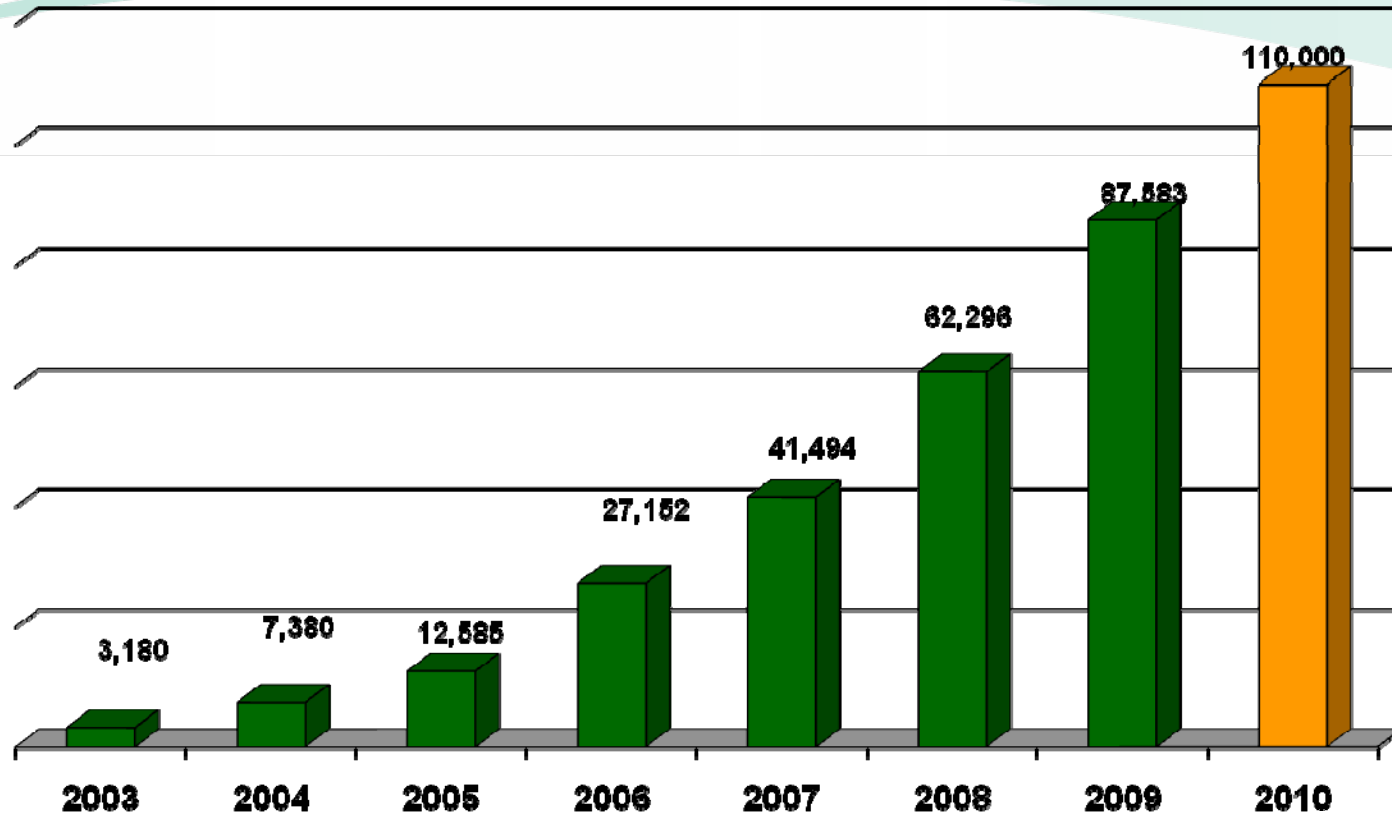
RAINFOREST ALLIANCE CERTIFIED™ GREEN COFFEE PRODUCED WORLDWIDE (IN MT)



- Growth in supply increased an average of 64% each year for the past seven years



RAINFOREST ALLIANCE CERTIFIED™ GREEN COFFEE PRODUCED WORLDWIDE (IN MT)



- Growth in demand increased an average of 77% each year for the past seven years





RAINFOREST ALLIANCE AND 4C ASSOCIATION



BENCHMARK 4C CODE OF CONDUCT AND SAN STANDARDS

- Process carried out by *Institute for Marketecology (IMO)* in cooperation with *International Social and Environmental Accreditation and Labeling Alliance (ISEAL)*
- Standards benchmarked, which means that a producer who owns a farm that is *Rainforest Alliance Certified* may apply to receive the *4C License* without the need for additional verification.
- This process, however, is irreciprocal due to the baseline character of the 4C Code, meaning that a verified 4C Unit is *not automatically Rainforest Alliance Certified*

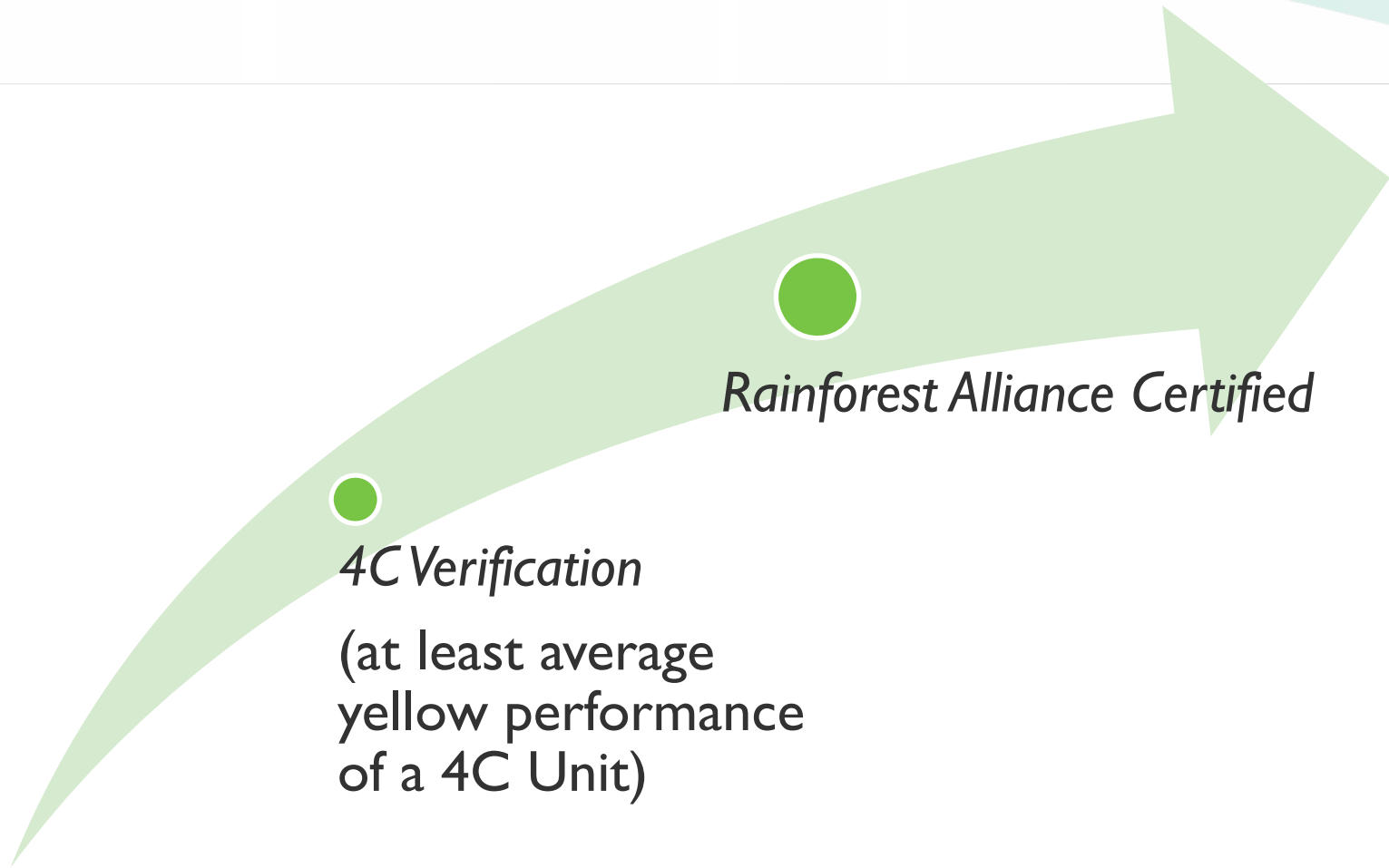


ADVANTAGES OF BENCHMARKING

- A means to offer a wider market scope to coffee producers of the entire coffee chain.
- *This one-way recognition gives Rainforest Alliance Certified farmers access to the cost-free 4C Support Services, in order to assist them in their continuous improvement towards sustainability.*
- Moreover, it enables them to sell their surplus volume of Rainforest Alliance Certified coffee *as 4C Compliant Coffee which is coffee produced and* traded according to 4C Standards.
- Buyers within the market for coffee from 4C Verified Units reward the high quality of this coffee, which provides excellent trading conditions to farmers.



STEPPING UP APPROACH



EL SALVADOR: COOPERATIVA CIUDAD BARRIOS

150 SMALL FARMERS ASSOCIATED



EL SALVADOR: COOPERATIVA CUIDAD BARRIOS

- 30 Farms involved in stepping-up
- Counts with the 4C verificacion (License Feb2010)
- Receiving technical assistance for the implementation of the SAN standards
- Cooperative will apply for RA certification at the end of 2010
- In total more than 900 MT of green coffee RAC & 4C verified will be available from this group



STEPPING-UP STEP-BY-STEP

Diagnostic of farms
and mills (chain of
custody)

Improvement and
management plan

Technical assistance
and capacity building

Stepping-up guide



Preliminary
assessment



MAYOR ADDITIONAL CHANGES FROM 4C>>> RAC EN CIUDAD BARRIOS

- Development of a Management System at farm level
- Occupational health issues specially for workers and farmers that manage agrochemicals
- Protection of the water streams
- Warehouses for agrochemicals
- Housing for farmer and workers
- Equalize salary of women with that of men
- Soil erosion

COLOMBIA

Project area



- Project financed by USAID
- 901 producers participated
- Presence of illegal armed groups
- Displaced populations
- Lack of previous projects that provide technical assistance
- Extreme poverty, under the 1 USD per person level



FURTHER STEPPING-UP EXERCISES

- **Tanzania:** 2000 farmers, inclusion of a climate component
- **Uganda:** exchange with 4C Members started
- **Vietnam:** options currently being assessed – Stepping-up did already take place in several 4C Units without accompanying
- **Indonesia:** concrete plans underway in context of a project with different partners (WWF) in South Sumatra

RAINFOREST ALLIANCE AND 4C JOIN NESTLÉ

- By 2015 180,000 MT of directly sourced coffee will be 4C Compliant, benefiting more than 170,000 farmers and their families
- By 2020 90,000 MT of *Nescafé* coffee will be sourced according to the Rainforest Alliance and Sustainable Agriculture Network standards, benefiting more than 75,000 farmers and their families



THANK YOU FOR YOUR ATTENTION!

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