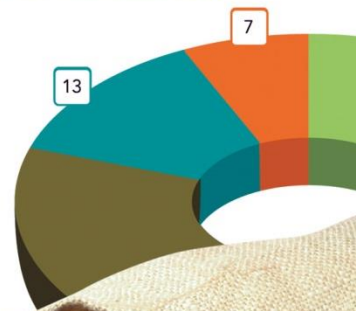


"The Business Case for Gender Diversity in the Coffee Sector – Actionable Steps Your Business Can Implement Now."

An Active Dialogue with

Henriette Kolb
Phyllis Johnson
Melissa Pugash
March 18, 2016

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911



Welcome to Today's Program

Welcome

Melissa Pugash

Presentation

Henriette Kolb

Presentation

Phyllis Johnson

Q&A

Melissa Pugash to Moderate

**Closing Remarks
& Take Aways**

All

THE BUSINESS CASE FOR DIVERSITY IN THE COFFEE SECTOR

*“....in order to **foster growth** in the coffee sector that is inclusive and viable in the long-term, we need to develop solutions which help to increase not only the **environmental** but also **social sustainability** of coffee production.*

*We need to create an enabling environment for **women to thrive and become leaders** in all areas of the coffee sector.”*

Robério Oliveira Silva, Executive Director International Coffee Organizations (ICO) at the IV International Women's Coffee Alliance (IWCA) Convention, Bogotá from 15, October 2015.

Henriette Kolb, Presenter

Henriette Kolb is the Head of the Gender Secretariat at the International Finance Corporation (IFC), a member of the World Bank Group. She serves as an advocate for gender equality issues in the private sector and leads a team that works with IFC's clients to include both women and men as entrepreneurs, employees, consumers, community stakeholders and leaders.

Before joining IFC in September 2013, Henriette was the CEO of the [Cherie Blair Foundation for Women](#), where she remains involved as a senior advisor. Henriette also serves as a member of Secretary Hillary Clinton's [International Council on Women's Business Leadership](#).

Phyllis Johnson, Presenter

Phyllis Johnson is the Co-founder and President of [BD Imports](#), and has sourced coffees for some of the most notable coffee companies, as well as hospitality brands in the US. She is dedicated to promoting sustainability and responsible sourcing throughout the global coffee community with emphasis on empowering women in coffee supply chains.

Phyllis is a keynote speaker and consultant to organizations including the United Nations, International Trade Centre, Economist Intelligence Unit, and board member, National Coffee Association. She graduated from the University of Arkansas with a Bachelor of Science degree in Microbiology and, most recently, from the Harvard Kennedy School with a Master's degree in Public Administration. She is recipient of many awards on the subject of women's economic empowerment including the 2015 Barbara Jordan's Women's Leadership Award from the Harvard Kennedy School Women in Public Policy Program.

Melissa Pugash, Moderator

Melissa Joy Pugash is a 28-year veteran of the global coffee sector, provides industry executives with the marketing insight they need to make sound, strategic decisions and build their brands in the U.S. and around the globe. A two-time SCAA Award winner, her client roster includes commercial and specialty roasters, multi-national import/export firms, trade associations, beverage equipment manufacturers and allied suppliers to the coffee trade.

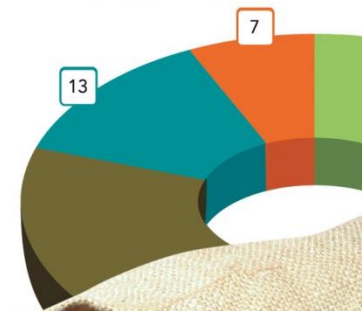
She is a Co-Founder of the International Women's Coffee Alliance (IWCA) and serves on the UCLA Barbra Streisand Women's Heart Health Advisory Board. She received a B.A. from Tufts University and has completed social media and new media marketing intensive programs at UCLA.



The Business Case for Diversity in the Coffee Sector

Henriette Kolb, IFC
Panel discussion
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Why does IFC as a private sector financing institution care about gender in the coffee industry?

Strengthens IFC's business

- Differentiates IFC through gender business case, products & services
- Serves as entry point to other partnership and business opportunities
- Contributes to clients' business performance, development impact

Responds to client & shareholder demand

- Clients want to optimize their talent pool and productivity
- Gaps between men and women in the labor force and asset ownership lead to economic loss for everyone
- Board members (government shareholders) interested in gender

Reaches toward WBG twin goals

- Supports achievement of shared prosperity & reduced poverty
- Prioritizes new WBG Gender Strategy 2016-2023
- Demonstrates development & business impact

Business benefits coffee companies reap from closing gender gaps

Demand for coffee is expected to reach 165 million bags in 2020: Meeting this will require an **increase of 15% in green bean production over the next five years.**



MARKET DEMAND

- Improved quality
- Stronger brand
- Access to premium markets

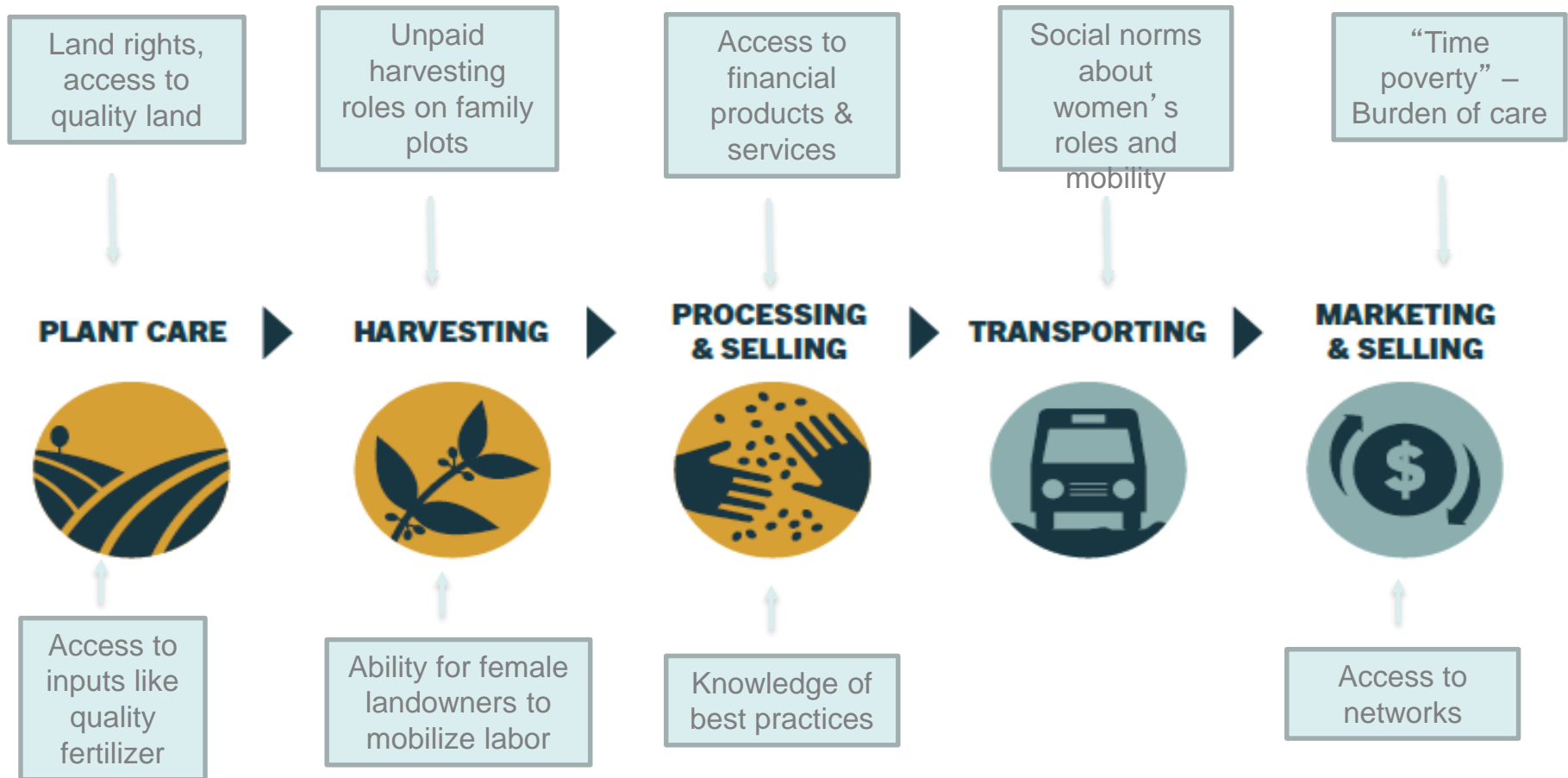


MARKET SUPPLY

- Increased productivity, secured supply base, meet growing market demand
- Counteract climate change challenges, out-migration & aging of labor force

Images via FairTradeUSA and DeDovely.com

Women make up 50% of labor force in coffee value chains and are responsible for key activities that determine harvest quantity and quality
... but they face constraints



Address constraints, close the productivity gap & leverage women's full potential!

What solutions does IFC offer to coffee companies?



Value proposition for clients

- Help clients assess gender based opportunities through a diagnostic
 - Financial support to effectively target women farmers/ smallholders/ employees for higher productivity and growth
 - Develop a gender focused strategy
- Gender mapping, focus groups, baseline surveys, key informant interviews
 - Support for specific interventions
 - Training & monitoring
 - Help collecting sex-disaggregated data

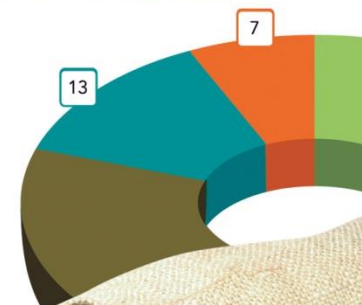




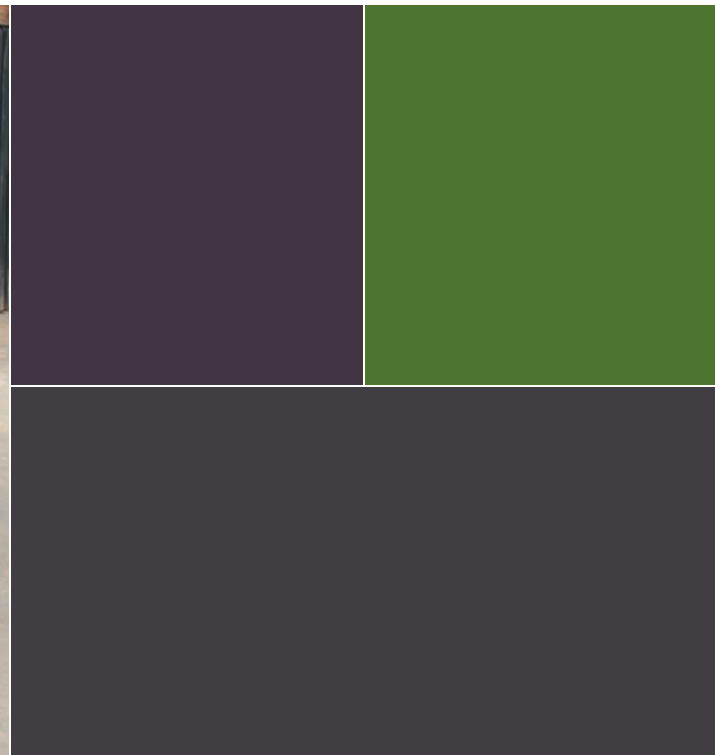
Actionable Steps to Drive Diversity, Inclusion, and Productivity

Phyllis Johnson, BD Imports
Panel Discussion
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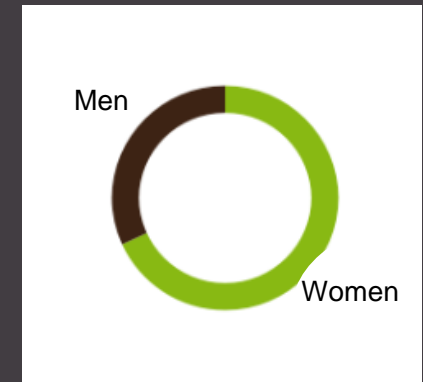
Actionable Steps to Drive Diversity, Inclusion, and Productivity



Engage Both Men & Women

1

- Most effective option would be to pursue a program of men and women working together.
- Women and men benefit from the opportunity to learn from each other.



Parts of this presentation was taken from 8 Steps to Gender Equity in Global Coffee Supply Chain, Perfect Daily Grind, Phyllis Johnson : <http://bit.ly/1WFsSJK>

Establish Goals & Develop a Policy

2



Focus on Quality Coffee Production

gender
quality
coffee

- Cup of Excellence

3



Negotiate Better Deals over the Whole Supply Chain

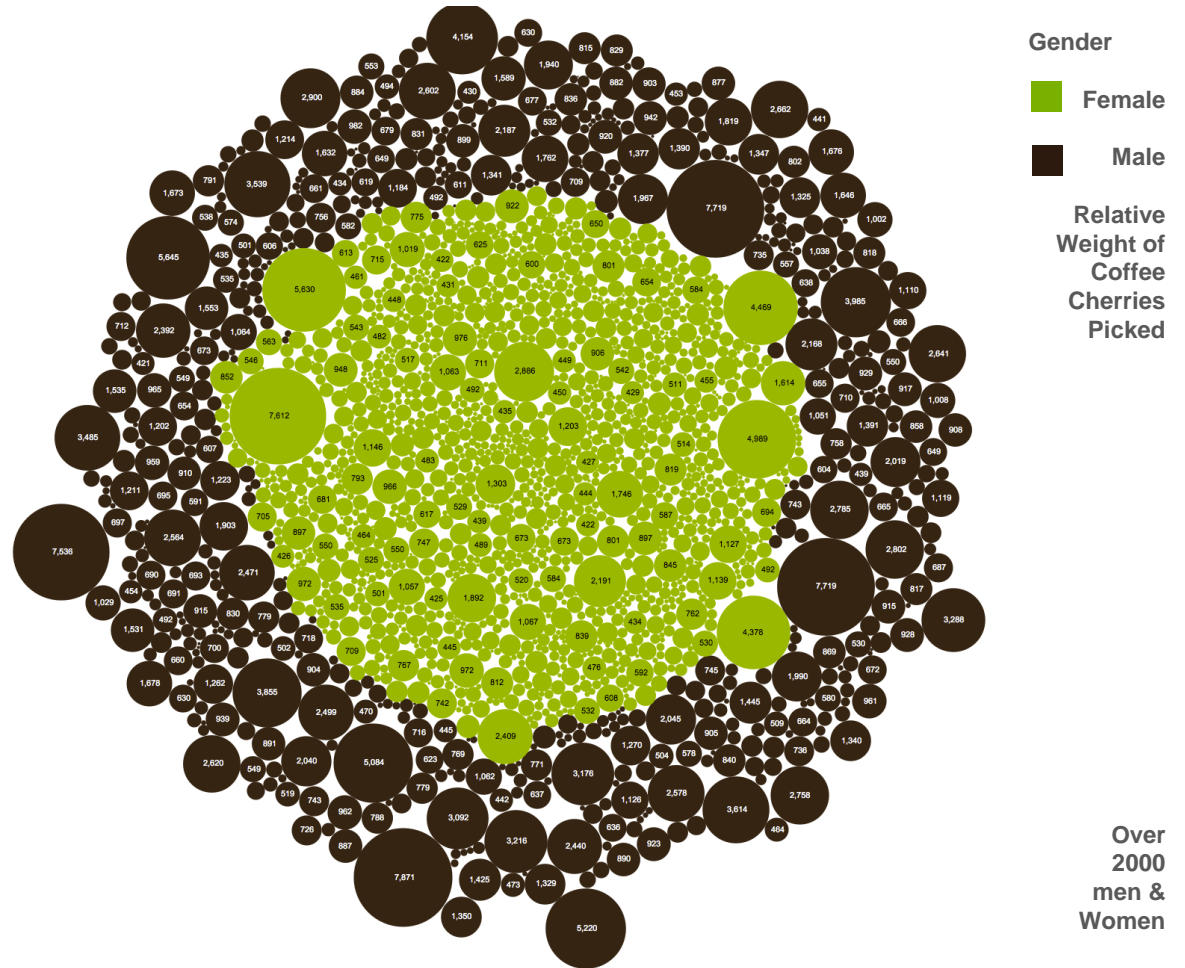
- **Growers – Washing Station**
- Financier
- Transportation Provider
- Exporter – Importer
- Importer – Roaster

4

Create a Profit-Sharing / Incentive Program for Farmers & Pickers

5

People will be incentivized to contribute more



Engage International Buyers

6

- Don't be afraid to partner with others
- Leverage economies of scale
- Provide Marketing Support
- Offer tons of Data



Support from Non-Profit Partners

7

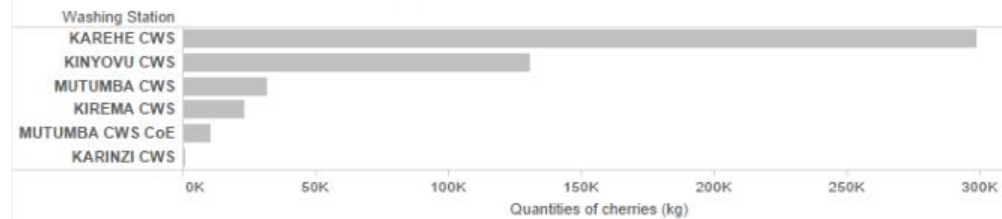
- Seek Ideas, Connections, Introductions



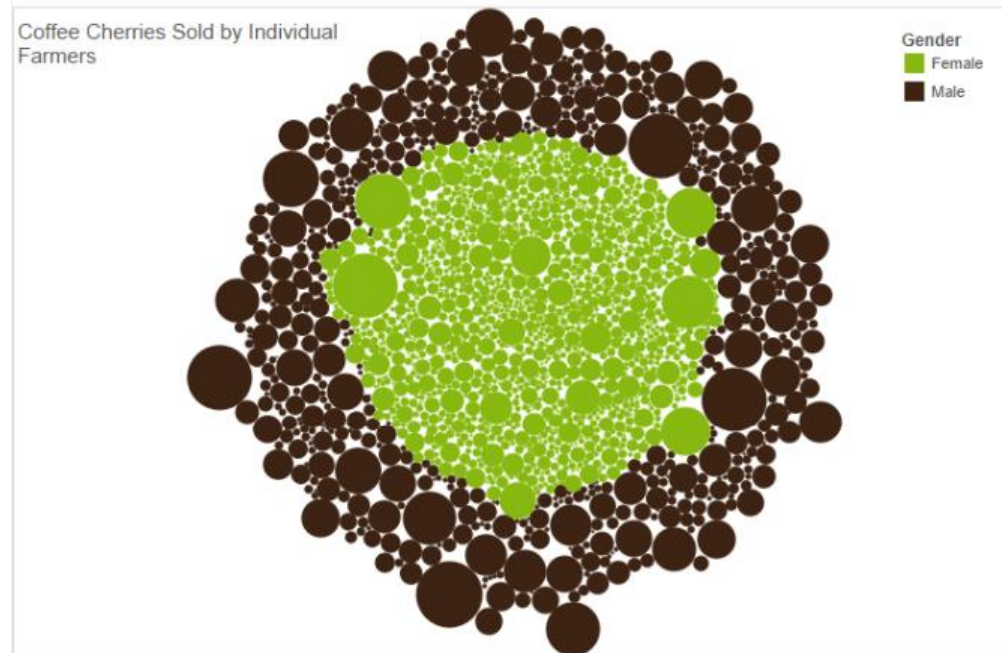
Case: IWCA Burundi 2015/2016 Crop

- Increased Return for Growers and Pickers

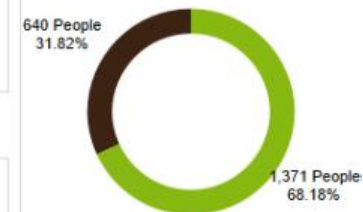
Coffee Cherries Sold at each Washing Station



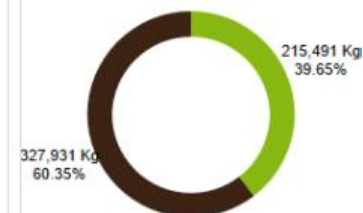
Coffee Cherries Sold by Individual Farmers



Number of People



Quantities of Coffee Cherries



Tell the Story

8



Summary

- Diversity and inclusion are critical to driving **strong business results**
- It requires strong **commitment from leaders** to drive the change we still need
- Our differences are **hard-wired**. We need to build awareness and understanding of them, rather than try to change them
- The bias is often **unconscious**. We must put steps in place to override it
- There are **clear, tactical actions** we can take to ensure we make progress

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Your Questions & Comments

We've allotted ample time for discussion.



Key Take Away's

Our experts have offered their suggestions for fostering diversity and inclusion. As we prepare to end this session, we're asking everyone in the audience to select at least one or two actionable steps that your company can start to implement now.



Thank You

Many thanks to the people who made this presentation possible:

Speakers Henriette Kolb
 Phyllis Johnson
 *Jane Marvin (unavailable due to family emergency)

NCA Staff Bill Murray
 Doreen Madigan
 Donna Pacheco
 Kyra Aufferman
 Thrisha Andrews

Jerry Baldwin *For helping to secure Jane Marvin as a speaker

Margaret Swallow For helping to secure Henriette Kolb as as speaker