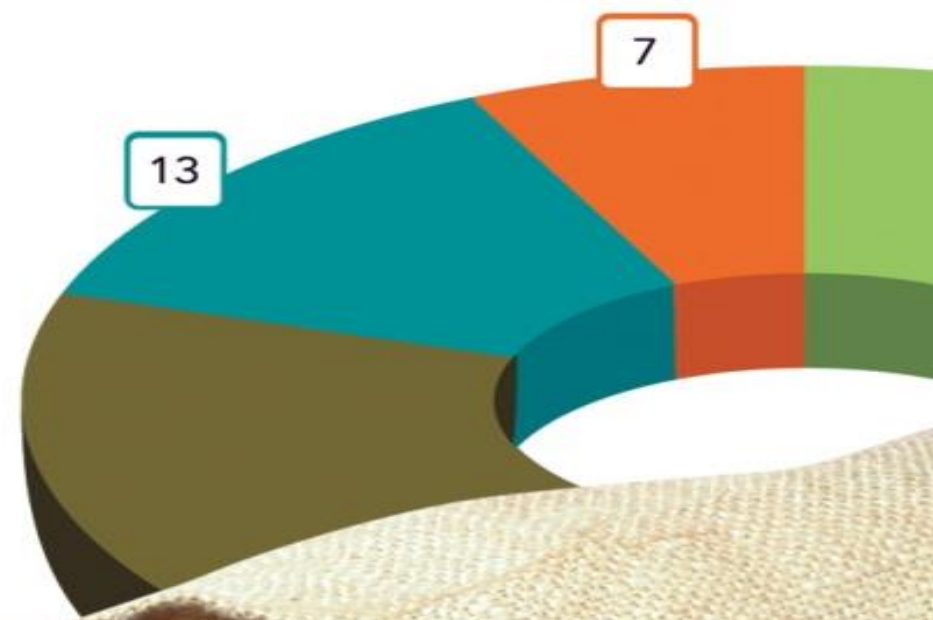


Sustainable Coffee Challenge

Raina Lang
NCA Convention
March 18th, 2016

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911





THE CHALLENGE

The Sustainable Coffee Challenge is a catalyst for making coffee the world's first sustainable agricultural product.

SECTOR TRANSFORMATION



Producer Support Services



Strengthened Demand



Improved Governance



**Platform for sector
dialogue, alignment and
shared vision**

OUR FOCUS



Strengthened Demand



SUSTAINABLE COFFEE CHALLENGE



COUNTER
CULTURE
COFFEE



java mountain coffee
empowering rural women



KEURIG
GREEN MOUNTAIN



SUCAFINA

SUSTAINABLE
HARVEST
RELATIONSHIP COFFEE

allegro
COFFEE

SustainAbility

Solidaridad

FINANCE ALLIANCE
FOR SUSTAINABLE TRADE

Hivos
people unlimited



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.

Ceres



UTZ
Better farming
Better future



COSA
Committee On
Sustainability Assessment

idh the sustainable
trade initiative

4C ASSOCIATION
for a better coffee world

MercyCorps



CoffeeRed



USAID
FROM THE AMERICAN PEOPLE

OVIN
Multilateral Investment Fund
Member of the IDB Group

scan
Sustainable
Commodity
Assistance
Network



Rainforest
Alliance

FALCON



COFFEES



supply-shift

IISD
International Institute for
Sustainable Development

Ahold

COFFEE QUALITY
INSTITUTE

Compañía Cafetera
La Meseta S.A.
Coffee to the world



OUR 'NORTH STAR'

Guiding all of our efforts is a vision of the future where we can grow coffee while ensuring the prosperity and wellbeing of farmers and conserving forests, water and soil.





NORTH STAR ELEMENTS

1. Prosperity + Well-being of Producers

- Improved farmer livelihoods
- Healthier farmer communities
- Greater economic stability for farmer communities
- Improved gender equality





NORTH STAR ELEMENTS



2. Forest, Water + Soil Conservation

- Forest conservation, restoration and management
- Biodiversity conservation
- Reduced impacts on freshwater from production + processing
- Reduced greenhouse gas emissions



NORTH STAR ELEMENTS

3. Sustained Supply of Coffee

- Maintained or enhanced coffee quality
- Improved coffee productivity
- Continued coffee plant productivity



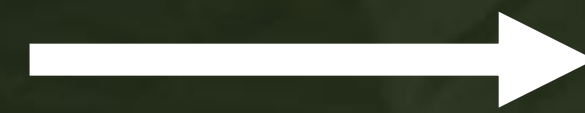
SUSTAINABILITY FRAMEWORK ARCHITECTURE



ACTORS



COMMITMENTS



**NORTH STAR
OUTCOMES**

SUSTAINABILITY FRAMEWORK ARCHITECTURE



ACTORS

Consumers
Governments
Retailers
Roasters
Traders
Importers

Producers
Investors/Donors
Industry Associations
Credit Providers
Technical Assistance Orgs
Standards Organizations

SUSTAINABILITY FRAMEWORK ARCHITECTURE



COMMITMENTS

Consumer and Market
Education
Credit and Insurance
Technical Assistance
Gender
Standards

Access to Inputs
Sourcing
Renovation / rejuvenation
Policy
Climate Adaptation /
Mitigation Tools

SUSTAINABILITY FRAMEWORK ARCHITECTURE



NORTH STAR OUTCOMES

1. Prosperity + Well-being of Producers
2. Forest, Water + Soil Conservation
3. Sustained Supply of Coffee

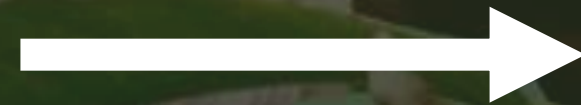
PATHWAY TO IMPACT

Renovation example



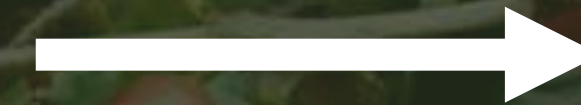
COMMITMENT

\$ to finance
renovation



OUTPUT

coffee trees planted
ha renovated

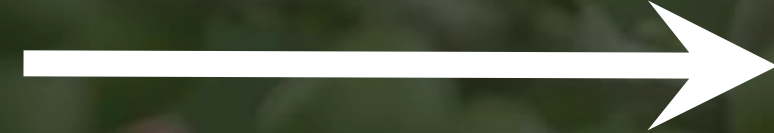


OUTCOME

↑ productivity
↑ farmer + worker income

OUR ROAD MAP

**1. Inventory
Interventions**



**2. State
Commitments**



**3. Report + Track
Progress**



**4. Share
Experience**



**5. Inspire New
Commitments**



OUR ROAD MAP – KEY DELIVERABLES

1. Theory of
Change Study

2. Commitments
Portal

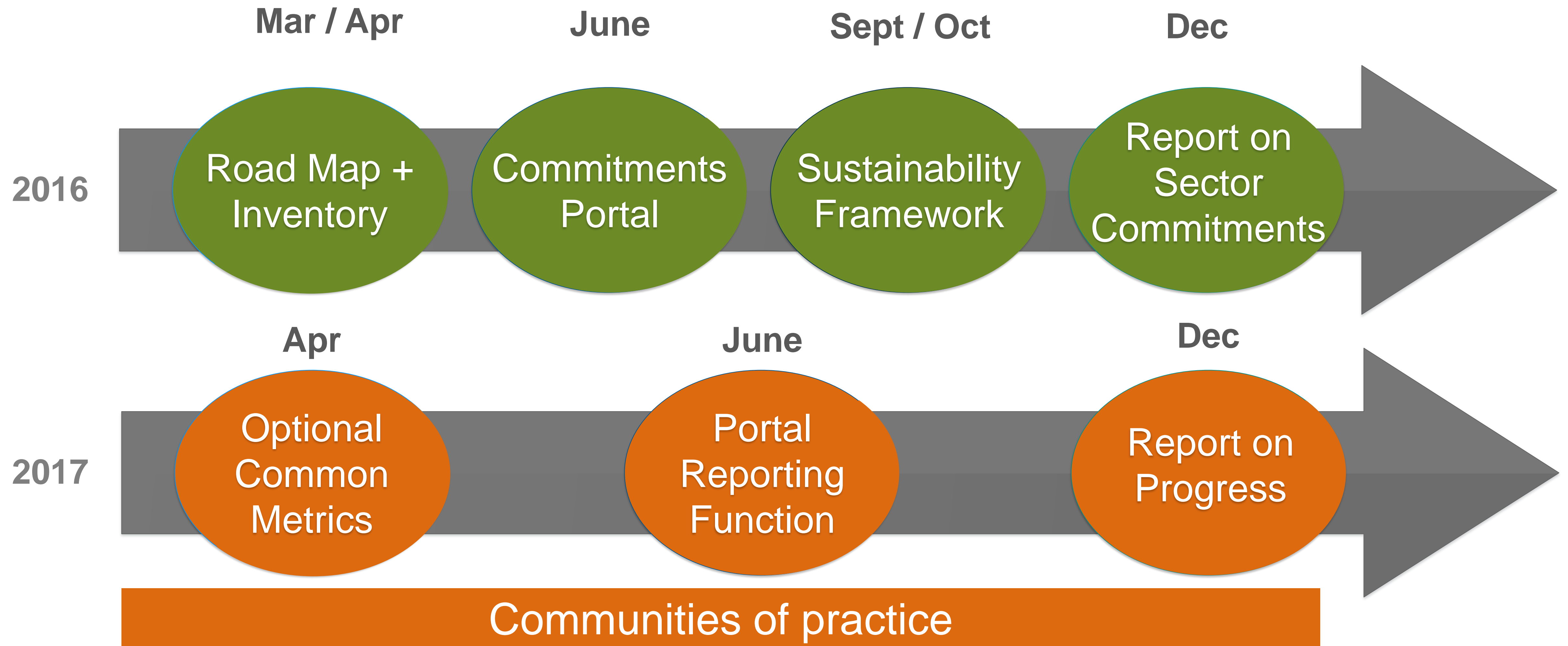
3. Sustainability
Framework

4. Commitment
Networks

5. Outreach +
Network
building



LOOKING FORWARD



JOIN US

- Shape the Challenge by participating in a working group.
- Commit to publicly stating and reporting against sustainable coffee commitments via the portal.
- Participate in commitment network to share experience and spark additional action.





**SUSTAINABLE
COFFEE
CHALLENGE**

For more information please visit
<http://www.conservation.org/coffeechallenge>

Or email us at
SCC@conservation.org

