

CoopCoffees Confronting *la Roya*



Coffee Farmer Resilience Fund

In July 2014, CoopCoffees entered into a formal “alliance” with Root Capital, Progreso Foundation, US AID and other coffee roasting companies. Our primary objective was to leverage our investments from the “5-cents for Roya” fund within this larger framework of the Coffee Farmer Resilience Fund (CFRF). Our ultimate goal, of course, was to support greater access of resources to our participating producer partners and accelerate recovery from the impact of leaf rust and strengthen their long-term resilience in the fields.

The original coordinating committee was comprised of Benjamin Schmerler, Root Capital, Angel Mario Martinez, Progreso Alliance, Ed Canty, GMCR and Monika Firl, CoopCoffees. The commitment on the part of US AID was to make \$1.9million available in matching funds, this brought the total funding pool up to nearly \$4million.

With our first contribution of US\$ 103,000 into this new fund, we were able to leverage with the matching funds to some \$275,000 to support proposals coming in our partners. The producer groups who were accepted into this program include: Asoc Chajulense, CENFROCAFE, COMSA, Las Diosas, Manos Campesinas, Maya Vinic, Norandino, Pangoa, Prococer and Rio Azul.

The following slides offer examples of the project work being implemented with these funds; during our coming AGM, we’ll facilitate a broader discussion around producer support and expected impact.

Coop Norandino

The Norandino Project is supporting farmers with intensified technical assistance and learning about improved organic practices to control leaf rust in their fields.



Activities of the first SEMESTER:

Planted 130.000 new coffee seedlings, and received technical trainings on the following subjects:

- ✓ Prevention and leaf rust control
- ✓ Installation and managing of new coffee nurseries.
- ✓ Planning and transplant of seedlings to final destination plot.
- ✓ Best practices in pruning and field management.

This project is now entering into the second phase of implementation and appears to be moving ahead smoothly. As Piura is one of the regions most affected by climate change, farmers have embraced learning about intensive organic techniques, as a way to stay viable as a coffee farmer in the current context.

Cenfrocafe

The Cenfrocafe Project provides training and technical assistance to their members participating in the field renovation program. They aim to ensure sustainable management of the new coffee plantations and improved organic practices.

Activities of the first SEMESTER:

- ✓ Diagnostic visits to each participating farmer's plot, collect information about their practices and the health and status of new plantings.
- ✓ Training of 310 recipients in the reproduction and use of efficient micro-organisms in compost and foliar.



The project is underway and the execution goes on par with activities as well as budget planning. Lies in the second half of execution and has no technical or financial problems.

CAC Pangoa

Pangoa focuses on a pilot group of 30 farmers working with “best practices” from seed, to harvest and final processing for improved productivity and quality.

Activities of the first SEMESTER:

- ✓ Selected the 30 producers to be supported with the installation and maintenance of a hectare of “best practices” coffee
- ✓ Producers will receive \$900 annually in the form of a revolving loan in order to pay for the necessary supplies and crop maintenance.



There was a delay in the preparation and the adoption of the credit plan, which caused a delay to get the project started. There were also some farmers who finally decided to withdraw from the project and replacements were elected. Technical assistance and workshops have been offered on a number of organic practices and their technical team is documenting this work.

Sol y Cafe

Sol y Café Project intends to increase productivity from 19 to 27 qq /ha within 3 years. They are concentrated in carrying out a program of fertilization, systematic pruning and on-going technical assistance around use of efficient micro-organisms.



Activities of the first SEMESTER:

Technical assistance was given to all 8 base organizations, where the project is active, training 100% of partners on:

- ✓ Benefits of efficient micro-organisms in the field.
- ✓ Preparation of foliars enriched with living micro-organisms.
- ✓ Best practices – application of foliars and compost.

Sol y Café reports that some members still resist adopting new practices in their own fields, because they are skeptical of the final impact. In order to respond to this risk of abandoning the projects objectives, they are establishing teaching plots at each base organization, to demonstrate the potential impact with proper application of these techniques and recommendations.