

Sustainable Coffee Program

Factsheet



November 2014



The Sustainable Coffee Program (SCP) is a global, pre-competitive, public-private initiative; which involves industry and trade partners, (local) governments, NGOs and standard setting organizations in the coffee sector. Our ambition is to help bring global sustainable coffee production and sourcing practices to scale, by aligning stakeholder investments in producer support programs, which aim to improve farmer livelihoods, enable coffee producers to become more resilient in an ever-changing market and increase sustainable yields to meet growing demand.

In the sector

Over the last years, global coffee consumption has grown particularly in emerging markets, while production has suffered from under-investment, poor production practices and adverse climatic conditions. As a result, production has remained below demand. In reaction, coffee roasters and national coffee associations have made serious commitments to increasing sustainable coffee sourcing.

Theory of change

Sector wide, sustainable coffee production will not keep up with increasing demand. There are challenges in most producing countries regarding unsustainable production practices, low yields and

Overall objective

25% of worldwide coffee sales sustainable in 2016

Main sustainability issues targeted

Productivity, quality, farmer organization, access to finance, effectiveness of extension services, climate adaptation, involvement of women & youth, income diversification and livelihood of farmers

Steering members

DE Master Blenders 1753, Hivos, Nestlé, Mondelēz International, Tchibo, ECF

Focus countries

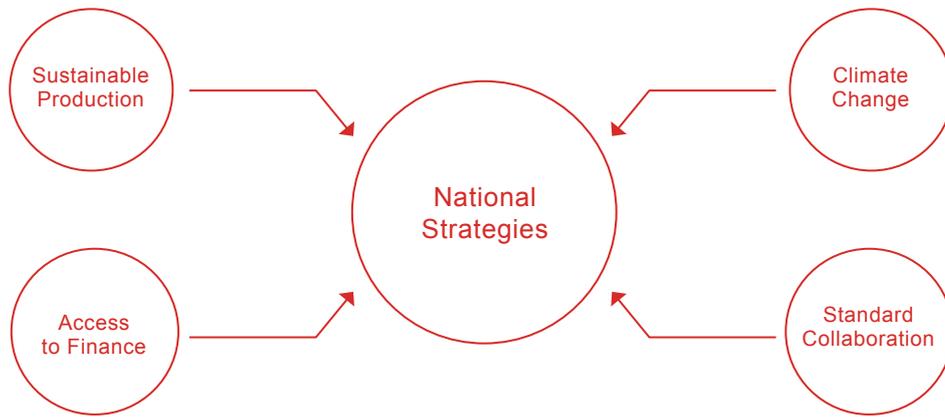
Brazil, Colombia, Ethiopia, Indonesia, Uganda and Vietnam

Private Partners

DE Master Blenders 1753, ECOM, Intimex, Nestlé, Mondelēz International, Mother Parker's Tea & Coffee Inc., J. M. Smucker Company, Simon Lévelt, Tchibo

Other partners

4C Association, ACIDI-VOCA, Café Africa, Coffee & Climate, ECF, ECX, FNC, Hivos, HRNS, IPSARD, P&A International Marketing, PAN-UK, RIAS, SAI Platform, Solidaridad, SNV, TechnoServe



quality, farmer poverty, lack of access to finance and climate change. The sector recognizes the need to continue investing besides its earlier competitive and certification driven efforts, and towards a much more systemic and institutionalized, pre-competitively collaborative, impact-oriented approach, to make the coffee sectors in the key producing countries more sustainable.

Program objective and participation

The Sustainable Coffee Program brings together key players in the coffee industry, including traders and exporters, (local) governments, NGOs and standard setting bodies. Through the program, over 4 million producing families will be reached. Such scope calls for overarching, holistic and innovative strategies that go beyond certification. Country level participation in the program is open to all traders and roasters on a country level; joiners will receive detailed information on the RFF's in their country, can participate in designated country level SCP platforms and can support field level projects. Members must make a

financial contribution to the national agenda of one of our focus countries.

National strategies

The program meets national sector needs by linking to existing institutions and structures, ensuring that results translate into national programs tailored for national stakeholders. Strategies are designed on a national level, but geared towards the global market.

The Sustainable Coffee Program has started implementing national strategies in six focus countries: Brazil, Columbia, Ethiopia, Indonesia, Uganda and Vietnam.



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Public Partners



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Steering Committee Members

