

# What's going on in coffee?

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# Brazilian berries

[Pictures: courtesy of Cristiano Soares]  
Made available d by Peter Baker





# How it all started



# Sustainable farming as the norm



## UTZ REQUIRES:



BETTER FARMING  
METHODS



BETTER WORKING  
CONDITIONS



BETTER CARE  
FOR NATURE



BETTER CARE FOR  
NEXT GENERATIONS

## UTZ CONTRIBUTES TO:



BETTER CROP



BETTER INCOME



BETTER FARMING  
BETTER FUTURE



BETTER  
ENVIRONMENT



BETTER LIFE





# Farming at the heart of the production chain

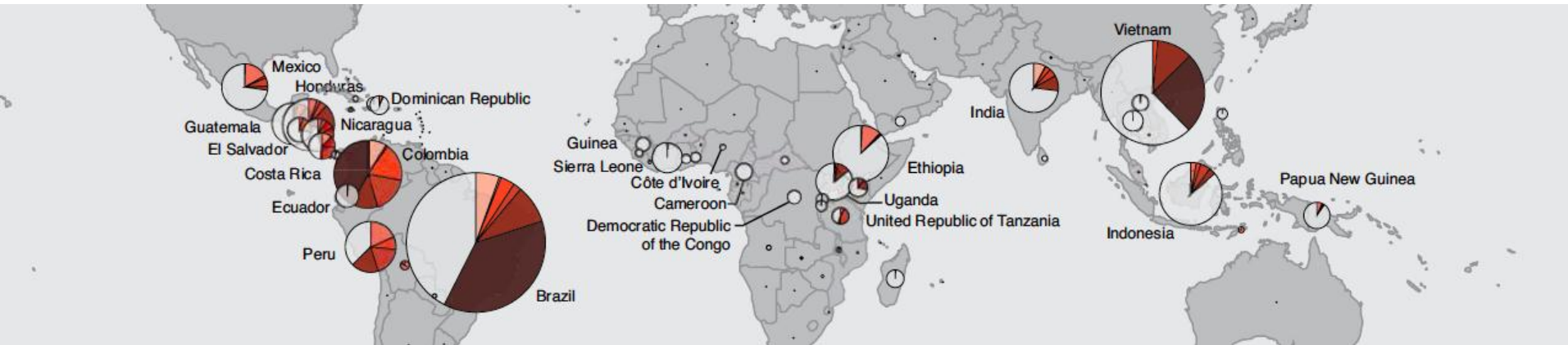




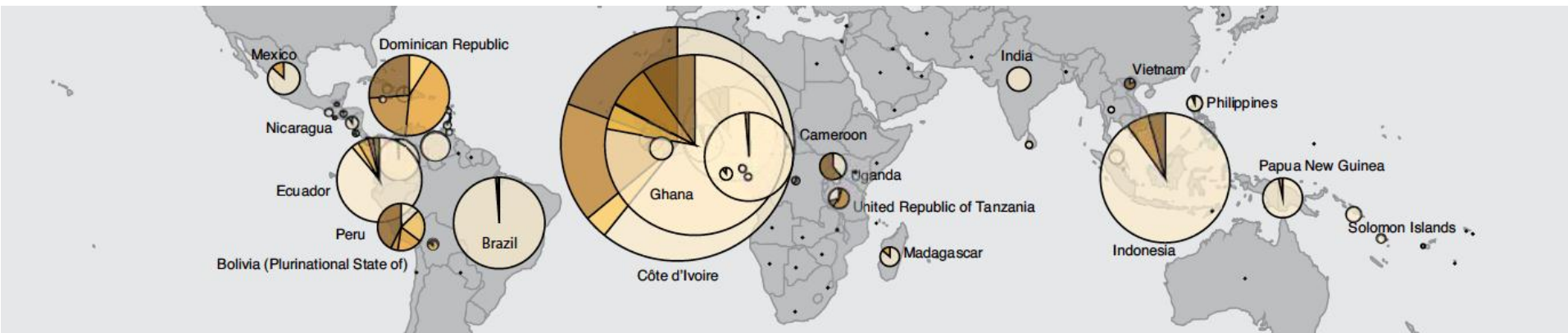
# Current standard-compliant world production

## Coffee (2012)

Source: The State of Sustainability Initiatives Review 2014



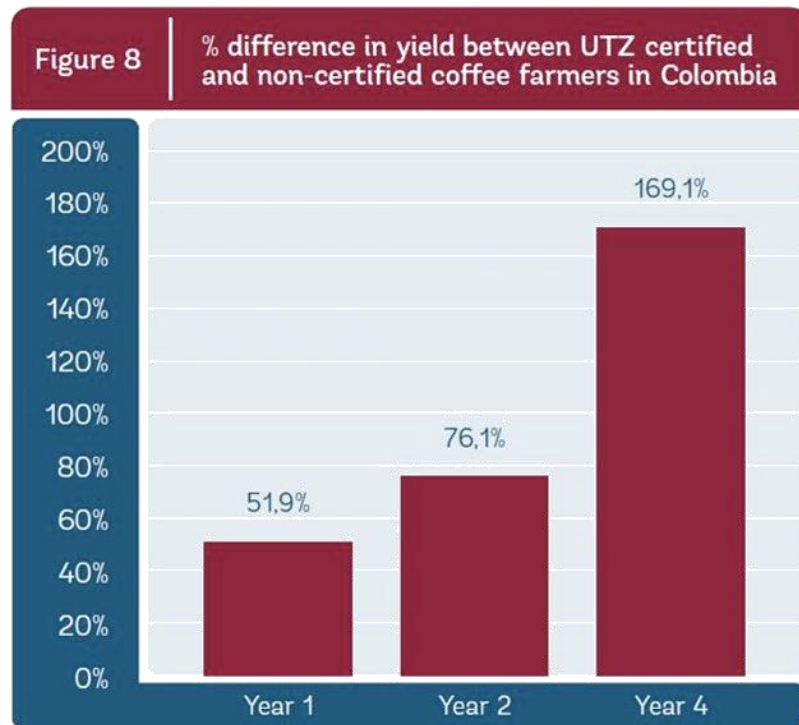
## Cocoa (2012)



# Local game-changers drive local impact

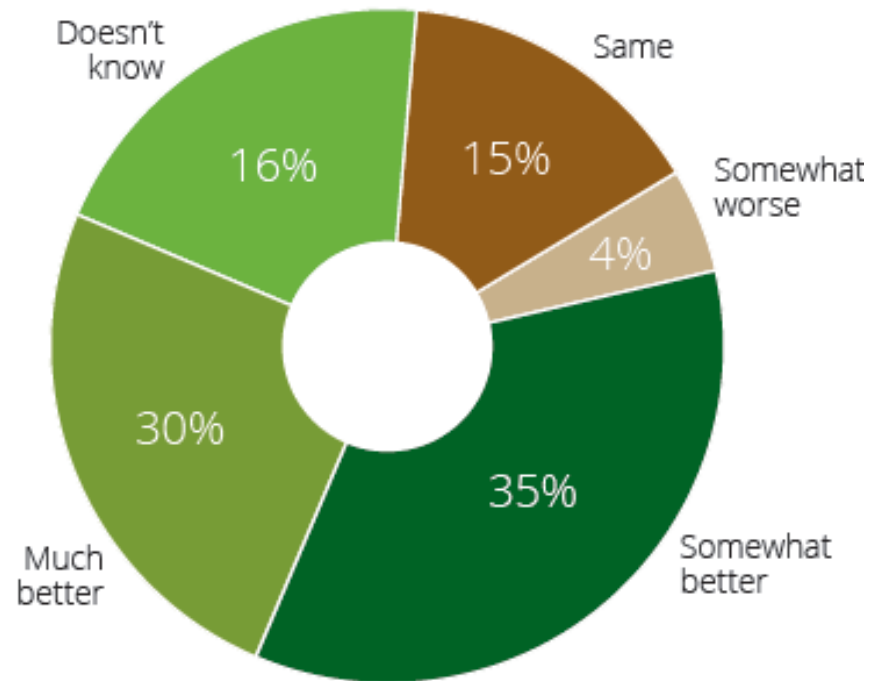


## Productivity gains are sustained over time (coffee, Colombia)



Based on study 6 "Figures on UTZ performance in Colombia", page 4

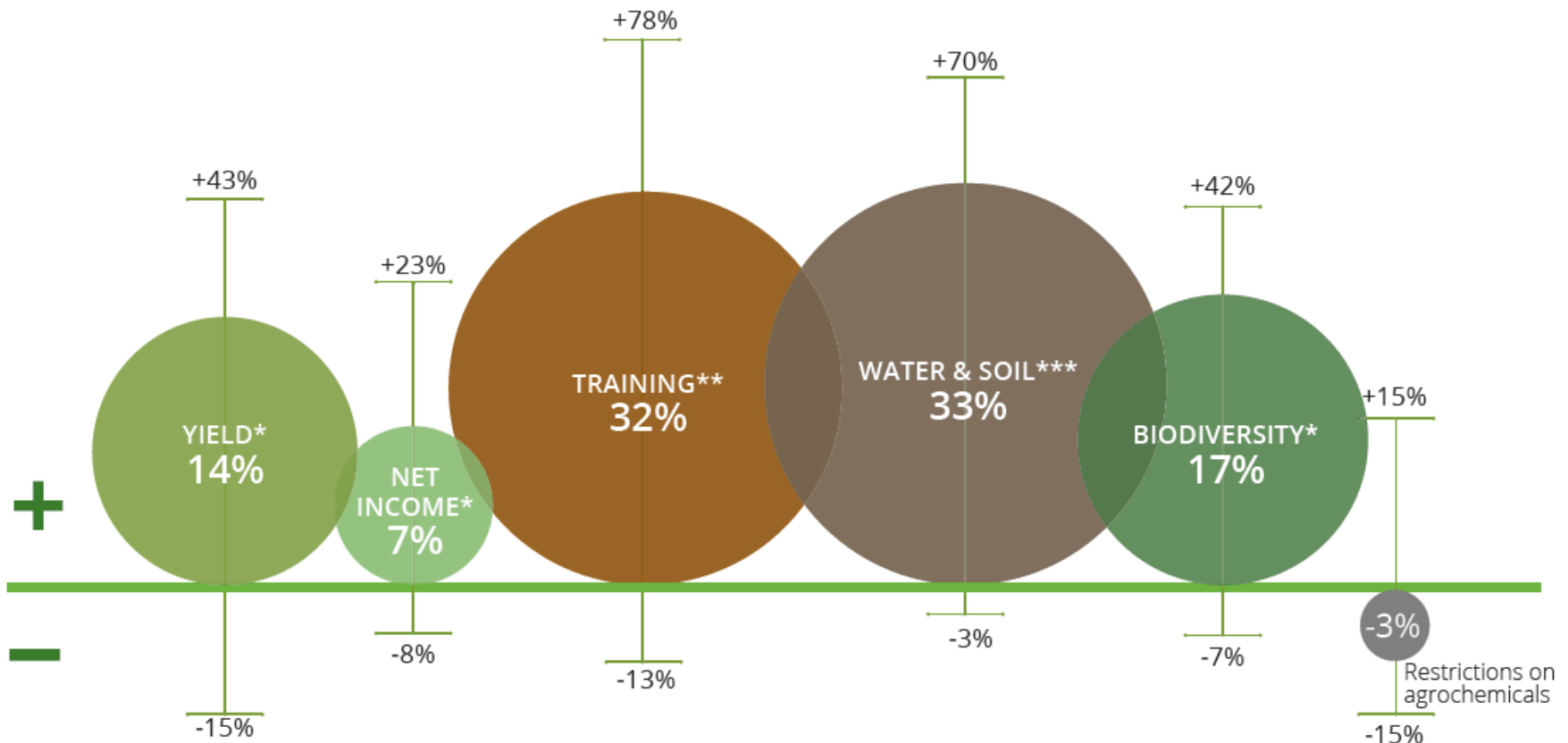
## Farmer perception of economic conditions since certification in Vietnam (COSA p. 41)





# Overall impact of certification -Cosa

Figure 5.4 Certified Producers Outcomes compared to Uncertified Producers



# Next steps?





# Coffee Climate Care – “C3 project”

## Scale

- Public-Private Partnership:



- 2 pilot groups in Vietnam:



- 10/2013 – 02/2016



## Objectives

- Increase resilience of coffee production systems (*adaptation*)
- Analyse and reduce greenhouse gas emissions (*mitigation*)
- Build up local capacities regarding climate change
- Embed learnings in the UTZ Certified Program

## Collaborative from the start



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