

COFFEE DEVELOPMENT

why I work in Coffee

COFFEE DEVELOPMENT FORMULA

Coffee + Education = Better Quality Coffee =
Better Prices = Better Quality of Life

WHY

- Social Impact Quality of life
 - Healthcare
 - Education
 - Nutrition
- Forest Agriculture Environment
 - one of the best cash crops that can be grown under large trees
- Social stability



KEYS

- Women
- Learner attitude—Focus on what the farmer has not what they are doing wrong
- Nuanced approach
- Long term
- Clear outcomes
- Market linkages
- synergy between government NGO Education Business



CATEGORIES OF COFFEE

ARABICA AND ROBUSTA

TORCH COFFEE



SOCIABLY AND SUSTAINABLY CRAFTED



CATEGORIES OF COFFEE

COMMERCIAL

SPECIALTY

ESTATE

TORCH COFFEE



SOCIABLY AND SUSTAINABLY CRAFTED



COMMERCIAL
PRICED TO COMMODITY MARKET
LOW QUALITY
HIGH VOLUME
LOW MARGINS
QUALITY INCONSISTENT

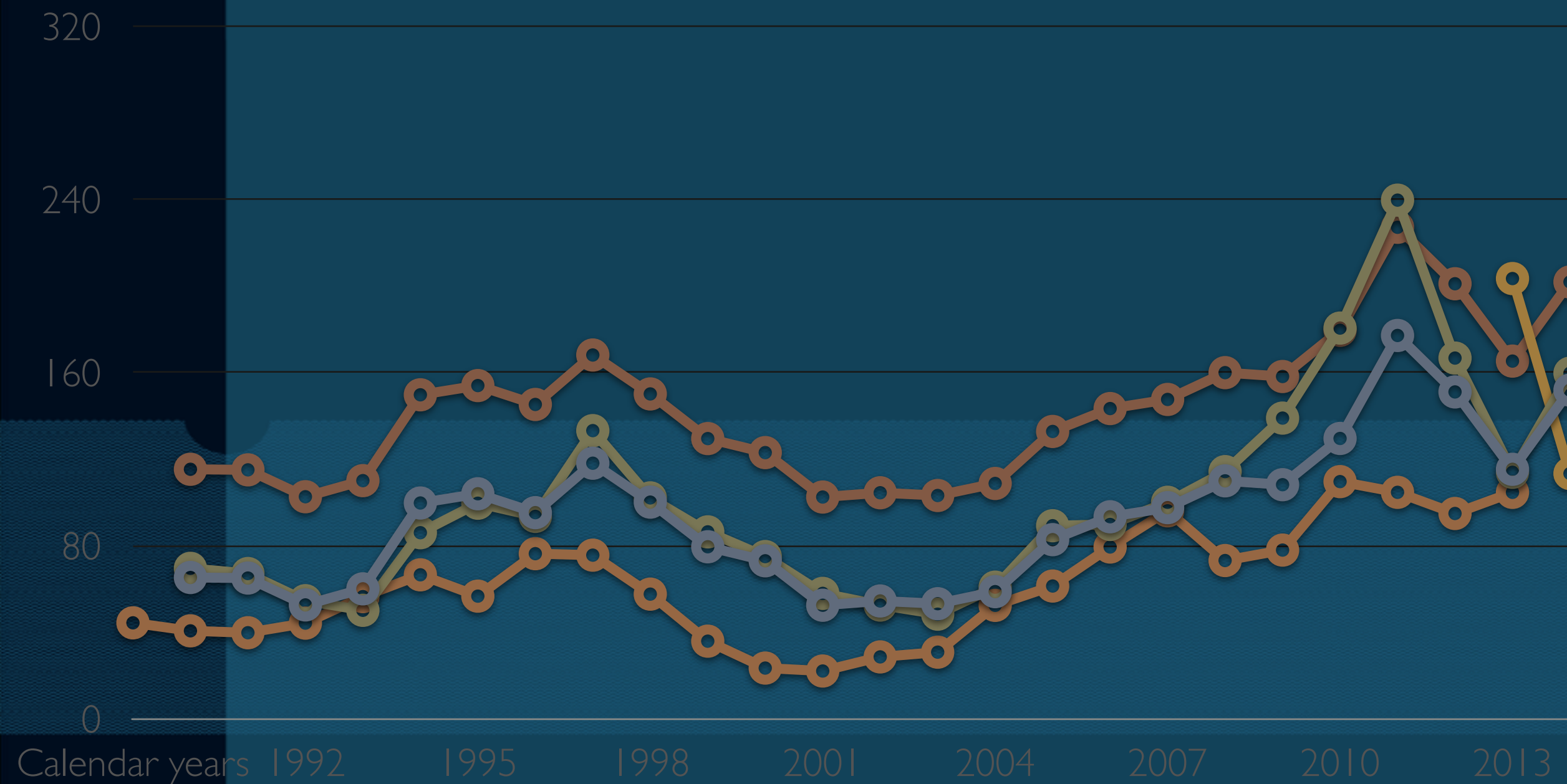
TORCH COFFEE



SOCIABLY AND SUSTAINABLY CRAFTED



○ Average of Arabica ○ Colombia ○ Thailand ○ India ○ Liberia





SPECIALTY

- PRICED TO COMMODITY MARKET WITH A POSITIVE DIFFERENTIAL
- BETTER QUALITY
- CONSISTENT





ESTATE/TORCH MODEL COFFEE

- PRICE IS STABLE AND HIGH
- HIGH QUALITY
- INCONSISTENT BUT UNIQUE
- TRACEABILITY TO FARM
- TRANSPARENCY OF PRICE TO FARMERS



Commercial



Specialty

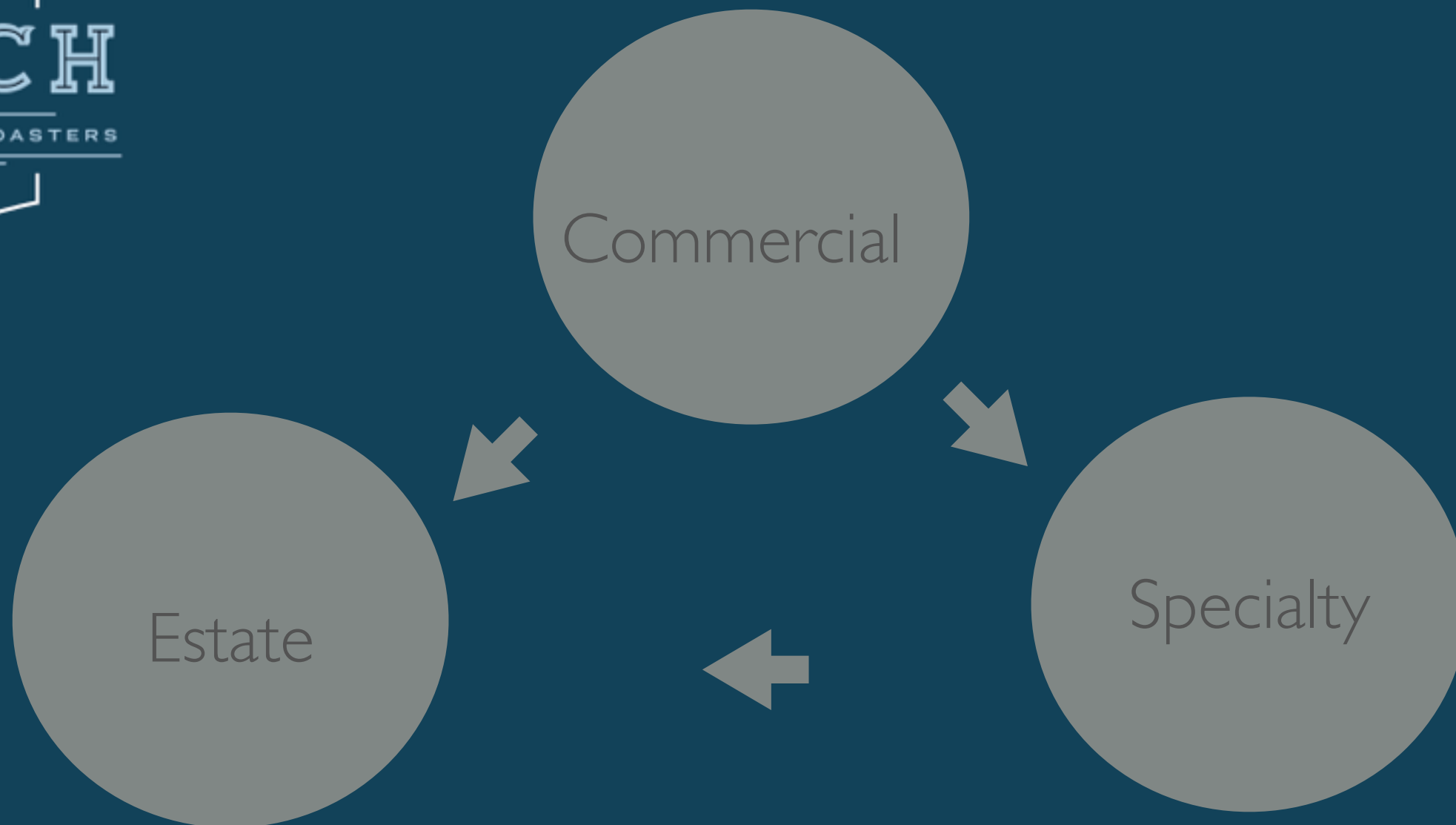


Estate

TORCH COFFEE



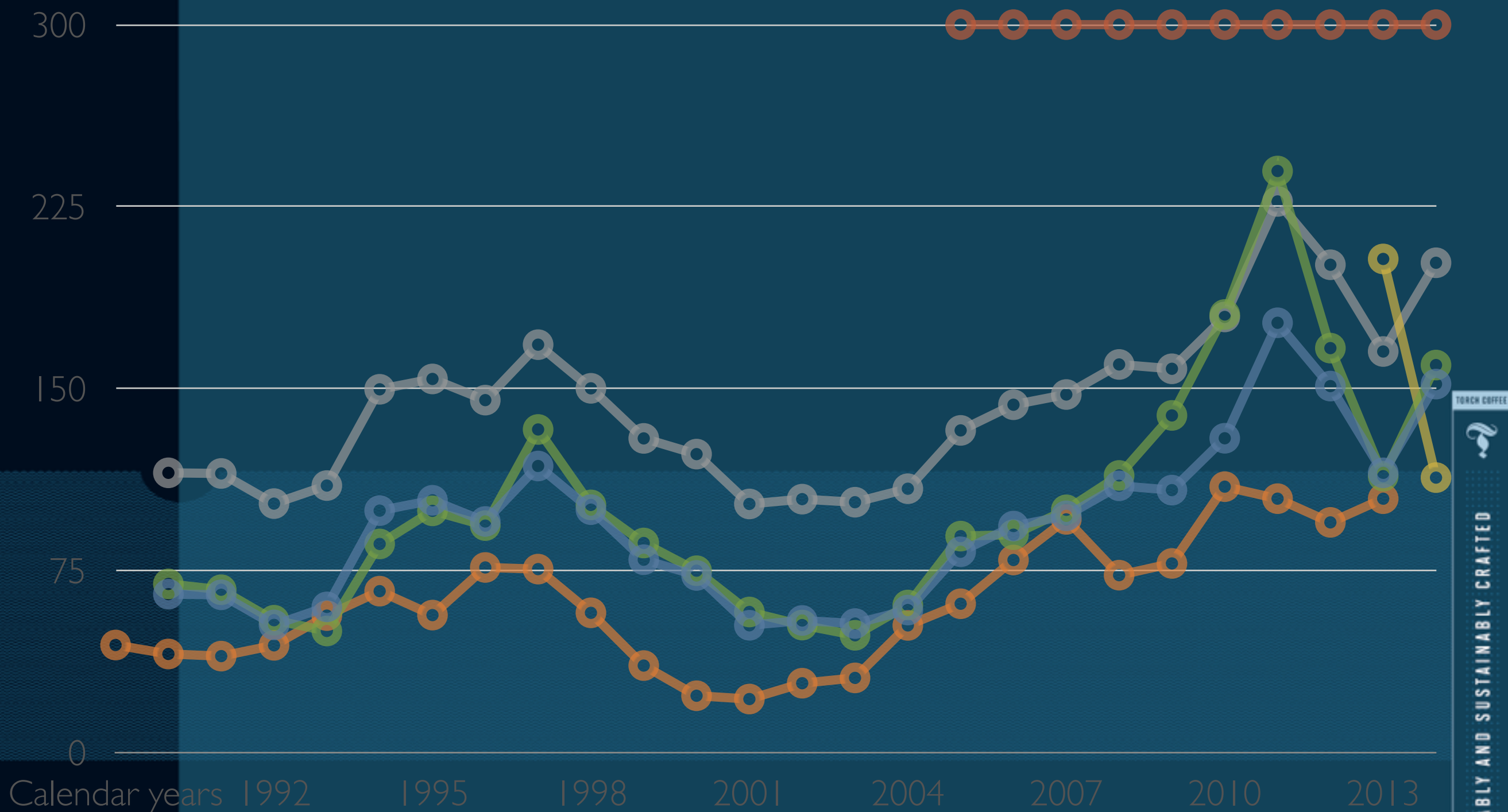
SOCIABLY AND SUSTAINABLY CRAFTED



TORCH COFFEE



SOCIABLY AND SUSTAINABLY CRAFTED





Commercial



Specialty



Estate

Consistency
Wet-milling
Leaf-Rust resistance
Yield

Unique
Alternative milling
Niche
*Market Linkages

TORCH COFFEE



SOCIABLY AND SUSTAINABLY CRAFTED

















OFF
GUATEMALA
1997-19
SPAN. M

CLEAN COFFEE
PRODUCTO DE GUATEMALA
PRODUCT OF GUATEMALA
COSECHA 1997-1998
CROP 1997-1998
150 LBS. SPAN. NET

11 317 02

CLEAN COFFEE
PRODUCTO DE GUATEMALA
PRODUCT OF GUATEMALA
COSECHA 1993-1994
CROP 1993-1994
150 LBS. SPAN. NET

11 670 01

Shadow of Choices

GUATEMALAN COFFEES

REGION
ACATENANGO



SHIP
AIRSHIP COFFEE

FINCO

AIR











HOW

- VISION
- TRAINING
- MARKET LINKAGES
- TRACEABILITY
- TRANSPARENCY
- RESEARCH AND TECHNOLOGY





WOMEN NEED TO BE INCLUDED

- 80/20 RULE
- SUSTAINABLE
- SECESSION PLANING
- WHOLE COMMUNITY





CHALLENGES

- THE PEOPLE THAT NEED HELP THE MOST ARE HARDEST TO HELP
- COFFEE PEOPLE FOCUS ONLY ON COFFEE SOLUTIONS
- MARKET LINKAGES
- LACK OF FOCUS
- LACK OF SYNERGY BETWEEN GOVERNMENT NGO EDUCATION BUSINESS
- INSTABILITY
- SHORT-TERM THINKING
- LACK OF CREATIVITY
- WRONG APPROACH