

OUR TOP FOUR

THE 2011 SCAA SUSTAINABILITY AWARD FINALISTS

By SCAA's Sustainability Council

The Sustainability Council created the Sustainability Award in 2003 to promote, encourage and honor the efforts of those serving as role models in fields of sustainability. Each year, the council read about the depth and breadth of the sustainable work being done in all areas across the industry and chooses a winner from a number of incredible projects and companies from around the world.

The Sustainability Council is extremely proud to showcase four extraordinary finalists for the 2011 SCAA Sustainability Award. This year, we were flooded with applications by impassioned and hard-working coffee companies from the entire supply chain. It was a difficult choice, but after much deliberation, we are delighted to bring you this year's top four finalists.

Be sure to check out SCAA's Facebook page and tell us which finalist you think should win. And we hope you can join us at SCAA's 23rd Annual Exposition in Houston, Texas, where the winner will be announced during the Opening Ceremonies!

café Femenino

Since the inception of Organic Products Trading Company (OPTCO)—a company that imports high quality certified organic and fair trade coffee—owners Gay and Garth Smith have traveled to coffee growing communities all over the world to work with growers who are committed to organic and organic fair trade coffee production. In 2004, OPTCO, along with several other organizations, founded Café Femenino Coffee Project, a social program for women coffee growers in rural communities around the world. Today, OPTCO is the exclusive importer of the Café Femenino Coffee with Gay Smith serving as a lead spokesperson and advocate for the project.

With determination and desire for a better future, more than 460 women coffee producers in Peru united to take a step toward achieving empowerment. This step came in the form of growing, harvesting and producing their own coffee, called Café Femenino. In 2004, OPTCO, along with CECANOR Cooperative, PROASSA, CICAP and Cordaid, founded the Café Femenino Coffee Project, designed to support the women in their efforts to achieve their goals.

Today, the Café Femenino Coffee Project is a social program for women coffee producers in rural communities around the world. More than 1,500 women in Bolivia, Colombia, Dominican Republic, Guatemala, Mexico and Peru are active in the project, which helps them achieve empowerment, build social and support networks, and earn incomes through the production and sale of Café Femenino Coffee. This coffee is distributed by more than 80 roasters, all of whom pay a premium above the fair trade price, and is sold at retail locations nationwide. The success of the project initiated the creation of The Café Femenino Foundation, which provides grants to select programs and projects that enhance the lives of women and their families in coffee growing communities around the world.

CLIMATE FRIENDLY COFFEE FARMING | A PARTNERSHIP BETWEEN EFICO, RAINFOREST ALLIANCE and anacafé

The Climate Friendly farming project is a pilot initiative developed by Anacafé, the Rainforest Alliance, Efico, and the Efico Foundation to research, test and promote criteria and practices that help farmers mitigate climate change and adapt to its impacts. The pilot project aims to develop a robust set of climate criteria that indicate best climate practices in coffee production and processing activities. Implementing these practices helps farmers adapt to the effects of a changing climate, reduce their greenhouse gas (GHG) emissions and increase levels of carbon stored on their farms. Practices to achieve those objectives are encouraged within the project.

Key project activities include researching the climate impact of coffee farming practices; measuring carbon storage on selected farms on different levels (soil carbon, carbon in shade trees and coffee plants); testing assumptions regarding best management practices to reduce GHG emissions; holding stakeholder workshops and consultation events; selecting criteria which describe best climate friendly practices; carrying out pilot audits of the climate module; marketing climate-friendly coffee; and creating resilience strategies among farmers, technicians and auditors.

The criteria and best practices developed will be bundled as a "Climate Module"—a voluntary, add-on module to the existing Sustainable Agriculture Network (SAN) standard, the rigorous standard against which farms are currently audited to obtain Rainforest Alliance certification. The project builds upon existing criteria and indicators for climate-friendly farming practices and develops new ones, coordinated with and approved by the SAN Standard. The climate module will facilitate farmers' implementation of practices that reduce greenhouse gas emissions, enrich on-farm carbon storage, mitigate climate change impacts on communities and ecosystems, and help farmers adapt to climate change.

The pilot project was initiated in Guatemala in July 2009, with five cooperatives on the Fraijanes Plateau and one medium-sized farm in San Marcos, Guatemala. A total group of 376 coffee farmers, families and communities will benefit from this project.

The pilot initiative is being disseminated to use as a model for addressing new crops (cocoa and tea) and regions with grants of the Rockefeller Foundation. Participating farms can be audited against the Climate Module to demonstrate their compliance with climate criteria and their adoption of climate-friendly practices. Climate Friendly coffee can be commercialized in a differentiated market. In the near future, "climate friendly" coffee and other products can be available in the market.



Marta Lidia Barrios. Taken at Finca Platanillo, San Rafael Pie de la Cuesta, San Marcos, Guatemala.



Café Femenino membership cards, Dominican Republic