



STRONG WOMEN= STRONG COFFEE CASE STUDY

Leading Change through Partnerships

Through dedication and partnerships, AMUCAFE demonstrates that the impact of women in coffee working together can drive sustainability and broad global reach.

The Honduras Chapter of the International Women's Coffee Alliance (IWCA), Alliance of Women in Coffee in Honduras (AMUCAFE), is an association of women active across the entire coffee value chain dedicated to supporting, promoting and strengthening the role of women in all steps of coffee production, coffee processing and coffee trading. From its legal constitution in February 2013 as an independent association, the organization has grown to include 337 active members: coffee producers, cuppers, baristas, traders, marketers, communications specialists, cafe owners, jewel and fashion designers, among others. With this growth, the AMUCAFE organization evolved to include six sub-chapters encompassing six coffee areas of Honduras. AMUCAFE has developed important international partners: Coffee & Climate, NCBA CLUSA, Neumann Foundation, UTZ/ Rainforest Alliance; and formed alliances with several national entities: IHCAFE, AHPROCAFE, ANACAFE, and the Sustainable Coffee Platform of Honduras.



Honduras Country Context

- **Population** (2018): 9,600,000
- **Poverty** (2018): 16.5 % population at International Poverty Line US\$1.90/day.
- **Gender Inequality Index (GII)** (2017): .48 0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 31 1=high disaster risk, 171=low disaster risk

References

Population & Poverty: <http://povertydata.worldbank.org/poverty/country/HND>

GII measures human development & status by gender: <http://hdr.undp.org/en/composite/GII>

World Risk Index measures exposure & vulnerability to natural hazards: <https://www.arcgis.com/home/webmap/viewer.html?webmap=ee5978152b5c4cd2aaaaaf3a14d379c8&extent=-180,-86.3126,180,88.0275>

Diverse Partnerships Cultivate and Spread Growth

In November 2018, AMUCAFE signed their first project agreement with UTZ/ Rainforest Alliance to provide women with training focused on women's influence through capacity building and achieving financial sustainability. More than 200 women were trained in different workshops, such as barista courses, cupping, marketing, Excel program, farm certifications, project proposal methods, governance and financial literacy among others. Following these successes, additional partnerships grew: the Neumann Foundation supported the implementation of demonstration plots to focus on on-farm technical skills including climate change adaptation, income diversification, temporary shade and distance cultivation. Additional resources supported AMUCAFE leadership to represent the group at national and international fairs. One of the outcomes was a connection with members of the IWCA Japan Chapter, which led to the sale of AMUCAFE member coffees to UCC Ueshima Coffee Co., Ltd. UCC also licensed the IWCA logo to bring additional visibility to their relationship with the Chapter.



Continuing to Promote Possibilities

The COVID-19 Pandemic has disrupted, but not defeated the work of AMUCAFE. About their current plans, the IWCA Chapter shares this:

Today we are going slowly but surely planning two more projects: a "Women in Coffee: Success Stories" series and a directory of women in coffee. Every crisis has a learning stage and this one has taught us that we have a lot of potential within the members of our organizations. We haven't yet learn how to take advantage properly, but we are getting the best out of each other. With the support of our donors, we have carried out two consultancies. One to update our strategic plan and the other a study the situation of women in the country. This will be of great help to identify the weaknesses, strengths and capacities of our women, so that we can work according to their demands and needs.



To contact AMUCAFE, the Honduras Chapter of the IWCA, and learn more, please visit the Chapters page of the IWCA website: www.womenincoffee.org.

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.