

A group of ten young people, five men and five women, are standing in a lush banana plantation. They are dressed in casual attire, including t-shirts, polo shirts, and button-down shirts. The banana trees are tall with large, vibrant green leaves, and some bunches of green bananas are visible. The scene is brightly lit, suggesting a sunny day. The group is arranged in a loose line, smiling at the camera. In the bottom right corner, there is a decorative graphic consisting of a grid of white dots of varying sizes, arranged in a pattern that tapers to the right.

INVESTING IN YOUTH IN COFFEE GROWING COMMUNITIES

A REVIEW OF CURRENT PROGRAMS AND PRACTICES IN LATIN AMERICA

Hanns R. Neumann Stiftung, SAFE & Sustainable Food Lab (2018)

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Photos

Photos in this document are used courtesy of: Nespresso (Cafexport), CIAT (Neil Palmer), HRNS/Coffee Kids (Olivia Runyon and Patricia Rincon Mautner), and Lutheran World Relief (Oscar Leiva).



Foreword

If coffee is to be sustained as a crop that delivers well being to communities in the generations to come, it must offer a promising future for youth in coffee growing countries. The collaboration between **Hanns R. Neumann Stiftung**, **SAFE** and **Sustainable Food Lab** has been centered in this central challenge and guided by the core question of what is necessary and what solutions are working to make coffee an attractive option, a choice, and not an obligatory last resort for the young people who will grow coffee in the next decades. The limited scope of this study did not permit a wide ranging review of all programs focusing on youth in coffee communities, but using a sample of initiatives has started to map the current landscape. This has drawn out some examples of good practice, gaps, and opportunities for future collaboration across the sector to understand the needs of youth better.

At **Hanns R. Neumann Stiftung (HRNS)** we focus on the being behind the bean with the belief that the future of coffee relies on the future of coffee farming communities. We not only consider coffee as a product, but regard the whole farming family whose members are crucial to bringing coffee to the market. The vast majority of coffee producers worldwide are smallholder farmers who grow coffee on small pieces of land together with their families. Most of these farmers are not yet part of any established producer organization and are distant from markets and critical resources. We work with all individuals in the coffee farming family as entrepreneurs and business associates, serving to enable them to raise their individual and collective income and competitive position. We recognize that young adults are key agents of change and support them in exploring and exper-

imenting how to shape their communities of the future. We see that investing in youth development is a long-term commitment, which requires additional skills, resources and partnerships.

The **Sustainable Food Lab** works to bring a systems analysis to complex challenges in agriculture and the food and beverage industries. All agricultural sectors face the core challenge of how to support current and future farmers to thrive using sustainable and regenerative practices under volatile markets and a changing climate. We have listened deeply to the many stakeholders engaged in the next generation coffee work, and hope this research will contribute to new perspectives, honest dialogue and solutions that lead to long lasting change.

The **Sustainable Agriculture, Food and Environment (SAFE)** Platform is a multi-stakeholder alliance initiated by the IDB's Multilateral Investment Fund (MIF), coordinated by Hivos and co-founded by private sector participants, donors, and non-governmental organizations that share a common vision: to improve the livelihood of farmers through the adoption of climate-smart agricultural practices, transforming coffee and cocoa landscapes. The Platform leverages existing knowledge, expertise, and resources from all its members in order to implement a series of projects that pilot or scale up innovative value chain approaches. We believe that youth engagement can shape the future of the coffee and cocoa sectors, this is why the platform is investing in understanding the situations that youth face and the necessary changes that need to occur for this systemic transformation.



EXECUTIVE SUMMARY



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By engaging with youth in our programmes we have seen more successful interventions, drawing on their enthusiasm to try new approaches and techniques.

-Keurig Dr. Pepper

The issue of sustainability in the coffee sector has been a focus for supply chain investments for many years now. With increasing traceability and transparency, private sector actors are interested in adapting and refining their interventions to reflect the complexities of coffee producing communities. A deeper understanding of the social and environmental networks of coffee farmers brings to light key underlying factors that will affect the future availability of coffee. These factors need to be addressed in tandem with ongoing work around individual farm productivity that often rely on the male head of household.

An increasingly important issue affecting the sustainability of coffee is the link between young adults and children in coffee communities today and the availability of coffee in the future. The interest for this topic comes from both the supply and the demand side. On the supply side, young adults are not attracted to stay in agriculture as there are many barriers to their entry and they also have more attractive options for their future. Conversely, on the demand side, there is growing demand for coffee, in particular, higher value specialty coffee. To meet the

increasing demand for coffee at a time when many youth are migrating out of coffee communities, it is crucial for members of the sector to find approaches that both motivate youth to choose coffee, and ensure coffee can provide them a stable future.

This report provides an insight into a selection of programs focusing on coffee and youth across four countries in Central and South America: Guatemala, Honduras, Nicaragua, and Colombia. Information was collected from resources and interviews with over 20 organizations representing various segments of the coffee sector: retail brands, roasters, traders, producer groups, and non-governmental organizations (NGOs). The intent of this report is to highlight some common concerns, gaps, and opportunities present across the sector, and to provide recommendations for moving forward to address this critical area of sustainability.

The encouraging finding of the study is that there are many youth initiatives related to coffee. The private sector is supporting interventions that focus on either making the farm more sustainable and profitable, or on developing new skills for work in the coffee sector. Producer groups and NGOs are also supporting these efforts, as well as working directly with young people on broader social and economic issues, and helping develop their entrepreneurial and life skills.

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It is important for us to support young coffee farmers to see a positive future in coffee, in order to secure a good quality cup of coffee for tomorrow.

-Löfbergs

EXECUTIVE SUMMARY



COMMON CONCERNS

During the interviews, common concerns identified by actors across the sector include:

- The average age of coffee farmers is increasing, and the next generation is not as interested in continuing in this field.
- Young people perceive that agriculture is not attractive because it does not incorporate new technology and is low in profitability.
- Young people feel undervalued and excluded from community and family decision making, another reason for not wanting to stay or engage.
- Migration of young people to urban centres or overseas is a regional challenge.
- Additional factors such as the effects of climate change on agriculture, increased violence in communities, lack of connectivity or services, and inability to access productive assets and inputs were mentioned as amplifiers for migration.



MAJOR CHALLENGES

Major challenges regarding the effectiveness of interventions were found to be:

- limited coordination between existing programs, companies and NGOs in the space;
- no documented good practices or evaluations to drive certain proven models;
- hardly any joint learning or interchange between companies or NGOs;
- little acknowledgement of the business case for youth interventions: the private sector does not see the immediate business case for investing in youth programs.



CONCLUSIONS

A number of conclusions were drawn from the interviews:

- Engaging meaningfully with the younger members of the coffee communities require a different set of skills from the technical staff.
- Youth interventions take time and are hard to measure which can make the business case for a company difficult to present.
- Expert youth NGOs appear to be an important component in interventions to make them successful on the ground.
- Working with the whole community, instead of only focusing on youth, is necessary to bring about the change required as all generations need to work in partnership.
- There is a lack of good evaluation data to document successful and replicable practices.



RECOMMENDATIONS

Some recommendations for consideration and further discussion within the wider coffee sector include:

- There is an opportunity to bring together the different interested actors in the coffee and youth space to discuss and build on existing experiences.
- Producer groups and NGOs have important experience on the ground which should be consolidated and made available to the sector in a practical and replicable way.
- Companies provide an important outlet to elevate the importance of youth to their customers to raise more interest and resources.
- Government agencies should be included in initiatives to make sure that interventions are addressing fundamental community and regional developmental challenges.
- Actors like SAFE platform can play an important role as a convener for dialogue and initiatives, bringing together public and private interests, and help channel resources.

BACKGROUND

Coffee and Youth in Latin America

For the one million smallholder coffee farmers in Latin America,¹ the challenges they face are well known: the price of coffee continues to fluctuate, with little improvements in real terms, while the cost of inputs such as fertiliser has increased, impacts of climate change are projected to get worse in the coming decades, and productivity of farms is decreasing. The current low prices paid for coffee don't allow small farmers in most Latin American countries to make investments, and may force them to focus on other crops.

There are approximately 106 million young people between the ages of 15 and 24² in Latin America and the Caribbean. This represents 20% of the region's total population, the largest proportion of young people ever in the region's history.³ Nearly 40% are living in poverty, and unemployment rates are three times higher than for those aged 30-64 years old. Over thirty million youth are employed in the informal sector, usually under precarious conditions, and one in four young people are neither working nor furthering their education. Many are suffering the consequences of at least one kind of risky behaviour (as defined by the World Bank). They have dropped out of school, are young parents, use drugs, or have been arrested. Girls and women contin-

ue to face deep-rooted gender stereotypes, gendered division of labor, unequal wealth distribution and violence. Females earn on average 30% less than males in the region.⁴ UNICEF estimates that over six million migrant children in the region are facing life-threatening situations and multiple forms of violence, many migrating with or without their families to escape violent gangs and poverty.



// For years now, smallholder farmers and their cooperatives have been making efforts to revitalize coffee production as a sustainable way of life for producers and their families. All our efforts are minimized in the face of the threats of climate change, the effects of international prices and the ownership of land, among other externalities that make producers look for new forms of survival. One of them is internal and external migration. Current prices do not encourage young people to continue in agriculture. This will affect coffee production in 20 years, when current generations leave coffee growing as the main economic activity.

-Juan Francisco González, general manager at FECCEG, Guatemala⁷

Coffee producing communities are found in the rural areas of Latin America. These regions are often isolated and neglected by government authorities, face limited services, and widespread poverty. Coffee is mostly grown on smallholdings⁵ by farmers whose average age is increasing - for example the average age of a Colombian farmer is 55.⁶ Isolation and lower education levels means they have less access to information about new techniques that can be applied to boost productivity. Insecurity due to volatile prices and exchange rates, inconsistency in crop quality, and lack of finance can deter investments to improve productivity. Increasingly there is a shortage of labour due to migration out of rural areas and low wages. Climate change and other environmental factors,

BACKGROUND

coupled with a lack of safety nets such as pension or insurance, makes the coffee sector less of an attractive proposition for the next generation of coffee farmers. These factors also lead parents to encourage their children to find opportunities elsewhere.



Figure 1: Source: 'The Succession of Coffee Farmers in Colombia', Solidaridad, 2016

Research by HIVOS found that it is not only low incomes and the perceived hard work in coffee that make it unattractive for young people to stay in their communities; other reasons such as the lack of options for leisure and recreation are also contributing factors.⁸ Solidaridad also consulted young people in coffee growing areas in Colombia, and found that poor levels of edu-

cation, lack of welfare services, no access to productive assets such as land or finance, and the perceived undignified working conditions were also factors to leave coffee farming behind (see Figure 1).⁹ By comparison, city life is seen as being more modern, connected, and offering opportunity for progress and wealth.

Reading these statistics related to poverty and hardship in coffee growing communities, one can easily forget that coffee is a commodity that is very much sought after by consumers all over the world and that the demand is steadily increasing. Coffee consumption has been growing historically at around 2%, projected forward, an additional 40 to 50 Million bags will be needed by 2030 (see Figure 2) to meet demand.

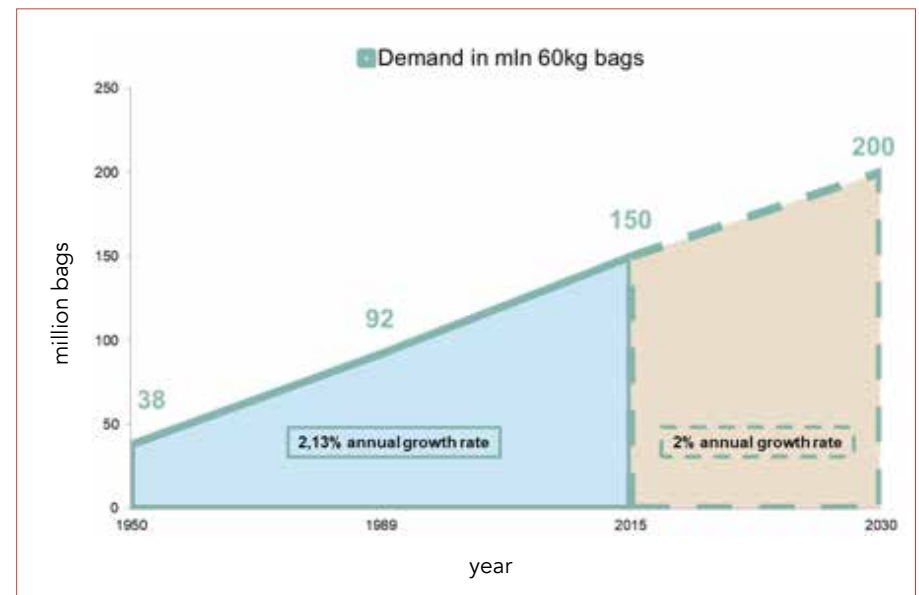


Figure 2: Source: 'Future Demand of Coffee', HRNS, 2017

OVERVIEW: STAKEHOLDERS

Under the assumption that coffee production becomes less interesting for the next generation, and coupled with the increasing threat of climate change, the industry is right to be concerned, and needs to take urgent action to construct a long term business case for investing in youth in coffee growing regions.



Private Sector

A range of private sector actors were interviewed for this study, including retail brands, roasters, and traders. All share the concern that the average age of Latin American coffee farmers is increasing, and young people are abandoning rural communities in search of better livelihoods

elsewhere. This will ultimately have an impact on future security of supply and quality of coffee from these countries. As the sector-wide emphasis on traceability to origin communities increases, some companies have identified the need to have a more holistic understanding of how to address current and future challenges. This involves not only the farmer, but an understanding of all the members of his/her family, which includes young people. Currently, there are few examples of youth as a specific focus area for a company's sourcing or sustainability strategy. Some businesses have included youth with gender as a cross cutting issue to be considered in program design. Others take the approach that improvements in the profitability of farming from ongoing interventions will increase the incentive for youth

to choose coffee. In addition, others are starting to engage in the issue by expanding their traditional agriculture interventions to include youth, or by increasing job skills training for youth. Furthermore, a few companies mentioned that they plan to use origin baseline or assessment studies to develop their intervention strategies around the communities where their coffee is purchased. In many cases youth does not yet emerge as a specific priority, especially when there are competing issues such as hunger and access to clean water.

It should also be noted that all companies have ethical trade requirements for suppliers/supply chains to monitor and prohibit child labour, according to UN/ILO principles and local employment laws. While this is not directly linked to young adults, interventions preventing inappropriate and harmful labour of children in coffee cultivation can have a bearing on their perception of it later in life.

Current interventions directly involving private sector actors are mostly done through implementing partners on the ground. Partners are chosen based on location and experience, and include producer representatives such as Federación Nacional de Cafeteros de Colombia (FNC), traders such as Neumann Kaffee Gruppe or ECOM, and NGOs such as Save the Children, Lutheran World Relief (LWR) and HRNS. There are many different structures for how programs and budgets are managed within companies. The departments responsible for youth focused work include sustainability, sourcing, corporate social responsibility, communications, or a mixture. Budgets also vary, from using funds from company Foundations to payment of additional premiums, match donor funding where there is an overlap with priority countries.

OVERVIEW: STAKEHOLDERS

Implementation Partners - Traders

There are few examples of direct trade between retail brands or roasters and producer groups, as most work through international traders, such as ECOM, Neumann Kaffee Gruppe and Olam, who are responsible for supply chain management. Although traders do not have explicit strategies regarding youth, they have found that young farmers are more receptive to adopting new technology or innovation in farming methods, so they are increasingly targeting them for these types of activities. The decision to work with youth usually depends on individual country teams and as there are often no central resources to guide work on social or youth issues, traders have also partnered with NGOs who have the relevant skills and expertise.

Implementation Partners - Producer Groups

Concerns for generational handover and sector/organisational sustainability by many producer groups, and producer support organisations, have led to inclusion of a youth focus in their organisational strategies. In some instances, the producer groups saw that young farmers in their communities did not have many decent livelihood opportunities available to them, and were at risk of negative influences such as armed groups or drug gangs, so they had to find a way to offer more positive paths. Some producer group youth initiatives have been in existence for some time, using own funds, but increasingly they are also implementing programmes supported by donors, buyers and other actors in the supply chain. If youth is not a specific strategic objective, it is a cross cutting theme, but all groups interviewed are working on the issue in one way or another.

EXAMPLE: COLOMBIA



In Colombia, the Federación Nacional de Cafeteros (FNC) in addition to ongoing work on making coffee more sustainable and profitable, are including women and youth in outreach work and training, as well as looking to improve education (including business training), and access to land and credit for youth.¹⁰

EXAMPLE: LATIN AMERICA & CARIBBEAN



The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) is a producer support network that have youth inclusion as a cross cutting theme. They see it as fundamental for sustainable and equitable development, and are working to promote youth involvement at an institutional level (e.g. in cooperatives) as well as within community and household decision making processes.¹¹

EXAMPLE: NICARAGUA



In Nicaragua, SOPPEXCCA's¹² organisational model and approach focuses on inclusion of all, and takes a strong intergenerational approach that includes the capacity building and organization of young men and women in the Youth Movement, as a strategy to engage them in the development of the cooperatives and their communities. They also have a programme called "Muchachitos del Café" (Children of Coffee), to promote alternative education in primary schools on leadership, participation, environmental education, culture and sports for younger children.

OVERVIEW: STAKEHOLDERS

Implementation Partners - NGOs

Most initiatives looked at as part of this study were being implemented through local producer groups, but a few were done through, or with the support of, local or international NGOs. Depending on the organisation's focus, the topic of youth is either a central area of expertise (e.g. HRNS, Fundación SES, and Save the Children), or it is a topic that is now being integrated as its importance is elevated (e.g. LWR, Technoserve, CRS). Although the primary focus of this study was on initiatives linked to private sector sourcing, it is worth noting that there is a wealth of long standing programs supporting youth and their communities being implemented by NGOs in coffee producing communities that can provide additional insights.

Organisations working on children, adolescent and youth issues have a wealth of experience and practical materials to draw on for implementing and supporting work with young farmers and their communities. Work includes ensuring basic rights are met at community level, developing skills for youth (including a strong focus on business skills as well as 'softer' issues such as improving self esteem), ensuring meaningful participation of children and young people in analysing their situation, designing appropriate interventions, and getting them involved in decision making.

Other Local Actors

There are also a range of initiatives being run by local government bodies (eg EMATER in Brazil) aiming to support young farmers in agricultural sectors, including coffee. All countries

looked at in this study have national coffee institutes that are focused on supporting sustainable production and marketing of coffee, and most are also involved in some initiatives focusing on youth, especially related to education, but we did not find youth as part of their strategy. Collaborations with local academic organisations help deliver secondary or further education courses tailored for the needs and reality of coffee communities. For example for more than ten years Anacafe in Guatemala has run the Escuela de Cafe providing barista training¹³, and in 2003, IHCAFE in Honduras set up the Escuela Superior de Cafe.¹⁴



GOOD PRACTICES



Programs Engaging Young Adults

This research has identified some common approaches across the current interventions targeting youth. Many companies in the private sector are focusing on improved profitability of coffee farming and new skills training for complementary employment within the sector. Roasters and traders are providing scholarships for education or training of young adults. Local producer groups and NGOs are complementing these activities by delving deeper into long-term challenges such as intergenerational dialogue and social inclusion within these communities. There are also examples of cross-sector collaboration between companies and NGOs or companies and governments to reach producers groups in new and innovative ways that create a network of resources for young generations in producing countries.

Interventions supported by the private sector focus first on making the coffee farming more profitable and second on job skills training. Companies aim to address farm-level challenges by improving the resiliency and profitability of coffee farming to make it a more attractive option for young people in coffee communities. All businesses agree that an advantage of involving young farmers is that they are more receptive to new farming methods (especially involving technology) being promoted within Good Agricultural Practices (GAP). Young people are more prone to implement new technologies and therefore might contribute significantly to build resilience in their families and communities, and at the same time play an important role as agents for change.

The second emphasis of current private sector programs is training young people to be involved in income generating opportunities within the coffee industry, but outside of solely coffee production. This includes training them to become producer group agricultural extension workers, baristas, cuppers, or roasters. This new skill set opens up opportunities for young people either in their communities or in the wider labor market.

EXAMPLE: LÖFBERGS

KAFFEROSTERIET
LÖFBERGS

Löfbergs have started the 'Next Generations' coffee programme, which aims to improve incomes for young coffee farmers through direct trade, and also training to increase productivity and quality, and manage climate change impacts.¹⁵

GOOD PRACTICES

EXAMPLE: PRET A MANGER

In Peru, British retailer Pret a Manger, working with Twin Trading, supplier Cenfrocafe and local colleges developed a new educational programme that combines business and agricultural theory with practical training¹⁶, further supported with the provision of seed funding. Nearly 60 young men and women have participated, and using demonstration plots have shown a doubling of coffee production, increase in quality and profitability.

The logo for Pret a Manger, featuring the brand name in a dark red, serif font, flanked by two five-pointed stars of the same color.

EXAMPLE: KEURIG DR. PEPPER

In Nicaragua, Keurig Dr. Pepper supported Save the Children to work with over 500 young women and men in the “Cup of Excellence with Young Entrepreneurs” project, teaching life skills as well as how to run a successful coffee farm.¹⁷

The logo for Keurig Dr Pepper, featuring a stylized green and red teardrop shape to the left of the brand name in a bold, black, sans-serif font.

Creative new developments are arising for producers to have access to pensions and crop insurance. Nespresso has partnered with the Federación Nacional de Cafeteros de Colombia (FNC), Fairtrade, and the Colombian government to establish a savings scheme, complemented by government match funding. This will reduce the income shortfall faced by older farmers not covered by a traditional pension when retiring and handing over land to their children (see Annex for more in-depth coverage of this example).¹⁸

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Now I am the manager of the coffee estate “Promesas” in San Blas. I honestly did not know about coffee, I knew about coffee my way. That is where life started changing, and also income; before I earned 350 pesos, now 6,000.

-Nicaragua young farmer male, aged 28 (N Segovia SCP tool kit)¹⁹

Traders are often the conduit between companies and producer groups, and their interventions predominantly focus on productivity and GAP capacity building. A few trading companies that are incorporating younger farmers as they are more receptive to new techniques. In some cases they finance scholarships for youth, and work with producer organizations to encourage participation of young farmers.

Producer groups play a critical role as a key access point to young adults within a community. The interventions supported by these groups are similar to those described above for the private sector, as very often the two groups are implementing them in partnership. Producer groups are involved with a variety of activities including training of youth to be extension or cooperative workers, scholarships for further education, skills to develop entrepreneur and leadership capacities, and involving young women and men in ongoing work to improve agricultural practices in coffee farming. One example from Colombia, is the Young Coffee Farmers Program started by the FNC in 2009. The program focuses on capacity building of young farmers to implement GAP and grow quality coffee.

International and national NGOs that have focus on young adults and children have in some cases been working for de-

GOOD PRACTICES

ades in coffee growing communities. These organizations support core development issues such as improved livelihoods, education, health, food security, participation, violence, and poverty. They have in-house expertise and tools²¹ to ensure meaningful engagements with children, youth, and their families to help design and monitor interventions. These broad focus areas of work may not seem immediately relevant to industry actors focused on improving productivity, but there is increasing evidence of the link between the root challenges in a community and the success of an individual coffee farm or farmer organization. Presently, NGO interventions directly related to the coffee sector focus on skills training and preventing child labor.

There are many examples of NGOs and local institutions supporting skills training for young people. In Honduras, the Escuela Superior de Café provides training courses on coffee business and farm management, cupping skills, and mechanics. In Nicaragua, Save the Children's 'Skills to Succeed for young Entrepreneurs', trained over 500 young women and men through Farmer Field Schools on traditional topics such as water management, GAP and coffee quality, financial literacy and business skills. On the request of the young participants, they also included new modules on life skills and sexual and reproductive health, usually absent from the courses aimed at older farmers. This was complemented with access to credit, tech-



Twelve years ago, the idea of defining a policy for youth arose in SOPPEXCCA ... To manage a fund to finance the purchase of land close to their families or for starting their own businesses, so young people don't have to emigrate and can stay to work in their own communities. First we only had funds for training them in the field of cooperative movement ...now we got new funding, and requirements were defined so youth could access credits for the purchase of land.

-SOPPEXCCA founder and member of the Board²⁰



nical support and information on markets, resulting in over 70 new youth owned micro enterprises and increases in family incomes.²² An evaluation of this work showed that only providing technical training was not enough to guarantee success. The limited socio economic conditions, or lack of access to inputs, for many of the poorer young farmers prevented them from applying their entrepreneurial training. These youth also need continued assistance until they reach their business 'break-even' point and start generating income. An example of a joined up

EXAMPLE: FARMER BROTHERS



Farmer Brothers partnered with LWR and local institute CafeNica to support producer group Aldea Global, and over a three year programme have been training young people to be agricultural extension workers (see Annex for more in-depth coverage of this example).

GOOD PRACTICES



EXAMPLE: COFFEE KIDS

Coffee Kids is a youth program of HRNS that focuses on young adults in coffee growing communities. Coffee Kids Rural Business Workshops are like a “business school for farmers.” Through a combination of training, mentorship, and financing, young farmers are able to gain the skills and resources to launch their own businesses. Since Fall 2015 Coffee Kids has worked with over 400 young farmers in Colombia, Tanzania, and Trifinio (the tri-border area of Honduras, Guatemala, and El Salvador). By empowering young women and men within local farmer organizations, participants in Coffee Kids have been able to receive much needed entrepreneurial and agricultural training, as well as experience in savings and loans. The goal is for the up-and-coming generation of coffee farmers to connect to the global coffee industry and turn coffee farming into a good life for themselves and their families.



approach is found in the work done by Coffee Kids (a youth program of HRNS), which focuses specifically on young adults in coffee communities. Coffee Kids provides training, mentorship, and seed capital for young farmers to develop skills and have successful businesses, to ensure sustainable livelihoods for them and their families.²³

Programs Engaging Children

In addition to interventions engaging young adults in coffee producing communities, there are also many examples starting with children at a younger age. These focus primarily on two areas: incorporating coffee within the education curriculum and preventing harmful child labor.

In Guatemala interventions have focused on adapting the school curriculum to be more relevant and useful for life in a coffee growing community by including modules on sustainable coffee and agriculture practices (including with school demo plots). A collaboration in Nicaragua between Save the Children and the Ministry of Health and Labour, trained thousands of primary and secondary school children on identifying hazardous chemicals and pesticides used on coffee farms. This is now integrated into the curriculum and as a result, reported poisoning of children and their families on coffee farms has dropped dramatically.²⁴



When I finish the school year I go and harvest coffee, and they pay me the same as an adult.

-young coffee picker, Nicaragua

GOOD PRACTICES



Many coffee-producing regions lack qualified human resources to meet the needs of the dynamic and demanding international markets in particular because of poor educational systems, which are insufficiently attuned to the needs of local economies.

-Case study Nueva Segovia, Nicaragua. (HIVOS)

A common problem in Guatemala is young children are missing out on school during coffee harvest time to help their families, which leads to them developing a negative association with coffee from a young age. Programs to help avoid harmful labour (underage employment, long hours, hazardous tasks²⁵) and missing out on schooling are laying the foundation for more positive experiences as they transition to young adults, as well as ensuring that supply chains meet ethical trade requirements from buyers. The issue of child labour was taken very seriously by the Colombian government, who have classified agricultural labour (even on family farms) as hazardous for youth under 18, so there is now an emerging situation of young people not having hands on experience of coffee, and in this context there are additional and context specific capacity building needs.

EXAMPLE: SAVE THE CHILDREN

Save the Children Canada has worked in Nicaragua with children to help them identify (and reject) dangerous work, and understand what their rights are as workers. Young people working

on coffee plantations developed regulations for protecting working children, including reminding employers what their legal obligations are.



Save the Children



DEEPER ENGAGEMENT

Deeper Engagement for Impact

There are examples of interventions that have a longer term perspective, usually being trialed by producer groups, aiming to provide a foundation to ensure the sustainability of the producer organisation and local coffee sector for many generations to come. These focus on deeper societal issues, such as facilitating and encouraging intergenerational dialogue, enabling early transfer of land to youth, supporting community leaders and elders to transition positions of power (e.g. in a cooperative) to youth, and allowing young women and men to join the cooperatives and access the services provided even though they are often not the landowner. One estimate shows that membership of Coops is over 80% made up of the older generations, so some producer groups are working to change this and bring in younger members.

Providing a space for young people to come together, and consulting them on how they view their community, growing coffee, and the future challenges, can provide a good basis for programme design. This forms the basis of program design for the pioneering HRNS 'Generations' program in the Trifinio region. Young people come together to carry out an assessment of their perceived opportunities and challenges for employment in their community. Other elements that make this approach unique are that young people from the community are trained to become the facilitators of the project methodology (soft

skills, entrepreneurship, climate smart adaptation practices, etc.) and to build the network that will guarantee sustainability of the approach; through this, they become role models for their peers and the wider community.

Furthermore, the program brings in a vocational training and internship element through its established network, opening up a wide range of opportunities for youth within their communities. Partnerships with different actors from private sector, producer

groups and the government are therefore key. The program has so far supported 3,000 young people in Guatemala, Honduras and El Salvador to develop skills and find employment (see Annex for more in-depth coverage of this example).

Some studies²⁷ show that young people feel they are not benefiting from farming as labourers on their parents' land (as they are not paid a wage), they feel undervalued by their family and community, and not listened to. This feeling of not being valued, or given opportunities can be a key reason for young people leaving.



“ It is essential to prepare the next generation so we held our First Meeting of Young Caficultores in Chinchiná, to hear from them directly what motivates them and their concerns, so that, in the future, it is they who can continue the work of being in the field producing the best coffee in the world.

-Roberto Vélez Vallejo, FNC Executive Director ²⁶

DEEPER ENGAGEMENT

While many interventions are using the assumption that a profitable coffee farm will act as an incentive for young farmers, a few studies show that in addition to the low self-esteem, a lack of basic services is also a key driver for leaving the countryside - for example lack of potable water, or provision of health services. This would suggest that increased collaboration with other actors who may be able to support the wider community development aspects could be beneficial, but within the scope of this mapping no examples of investments done via coffee actors in this area were identified.



Although access to land has been cited quite often as a concern for the next generation (as we know it is for women too), one producer group in Colombia found that in actual fact the majority of their member families were only using 30% of their available (titled) land, due to a reluctance by older farmers to trust the younger farmers with managing their land. This was gradually overcome once they started a programme facilitating intergenerational dialogue. Another case found that farmers were not harvesting 100% of their crop due to lack of labour, as young people were not being paid for helping on family farms,



We have seen in communities where there was only a strong youth focus, without the wider community engagement, older farmers felt alienated, which made them more resistant to change.

-CLAC

leading them to migrate elsewhere. Again this highlights the need to fully understand the context and correctly identify the barriers (and solutions) perceived by the different community groups. In Colombia a pilot project by the FNC used donor funds to buy 652

hectares of abandoned land, which it 'sold' on credit to young farmers from the poorest families. Coupled with agricultural inputs and training over a couple of years, as well as work to strengthen self-esteem, over 165 families benefited, with many individual success stories of the young farmers being able to build a house, pay back their loans, improve incomes, and create more jobs in the community. However the cost of buying land is prohibitive now, and is too expensive to replicate. Also, the fall in coffee prices meant many farmers had to find other jobs, impacting the coffee cultivation.

DEEPER ENGAGEMENT



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We are all together part of the cycle of life of coffee, we have to respect the generations that went before us, and support those who go ahead. We need to do this to be sustainable.

-CLAC

A key area of work identified as being vital by many of the producers and producer support groups has been the need to establish respect and dialogue between the gener-

ations, men and women, young and old. Many of the barriers faced by young people stem from the mistrust that exists between them and the elders of the community, or their parents, and the loss of respect for each other. Older farmers don't feel the youth care or know about the land as much, or are doubtful about the new ideas they might have for the coffee farm. Equally young people can't or don't want to relate to older 'poor peasants' and aspire to a new life of opportunity they see outside of their village. For those who want to stay, their labour on family farms is not recompensed, if they have no land title they are not able to join a producer group and benefit from the services, and they are excluded from the community and family farm decision making process. There are some powerful examples of work done by the FNC, and by CLAC that have invested careful facilitation, time, and resources to start the delicate process of intergenerational bridge building. This has been

done by identifying and nurturing community champions who promote the process. All age groups are encouraged and supported to value and respect each other, and learn to work constructively together, for example with succession planning, and handover of responsibilities to younger

members of the community. As with work on gender, a lesson learnt has been that one needs to work with the whole community to create an enabling and nurturing environment, as only focusing on youth, and not working with their parents or others in the community will not be enough to bring about the change required.

Some producer organisations are also taking the bold step of institutionalising the intergenerational dialogue ethos in their policies and ways of working. As one group explained: 'We are all together part of the cycle of life of coffee, we have to respect the generations that went before us, and support those who go ahead. We need to do this to be sustainable'. Others stated that they don't talk about the issue as 'generational handover', which implies older farmers giving over land/farming to the next, but more of fostering joint old-young generations working together in partnership.

Supporting good community leaders (e.g. in the cooperatives) has also paid off in some cases, resulting in an enabling environment where older and younger women and men feel able to speak up and participate. Some hope that by supporting young people to be active participants in the community and the coffee producer groups will also lay the foundations for them to be able to influence policies in the future.

DEEPER ENGAGEMENT



We want to encourage these adolescents to learn to cultivate and love the countryside, so that they are the “coffee growers of the future”, and parents to accompany this ... process. If we start when the children are small, by the time they grow up they will be able to work and take care of the farm. This guarantees us the generational change and permanence in the countryside, two fundamental problems for many peasant families or producer organizations.

-Jovenes Colombia²⁸

There has recently been an increased focus on gender issues in supply chains, with recognition that men and women coffee farmers face different challenges, and will require different solutions and support. Where this is happening youth can be also incorporated under an ‘inclusion’ lens since in many cases they also face similar barriers, such as access to land title and credit. However, it still has to be recognised that young women and young men will also need differentiated engagement. Although the majority of initiatives examined had young people participating, there was only one example of a youth strategy having a clear and proactive gender policy in place (SOPPEXCCA in Nicaragua). Furthermore, an excellent toolkit was identified, produced by the Sustainable Coffee Programme (now under IDH) and partners: ‘Sustainable Coffee as a Family Business: approaches and tools to include women and youth’, which collates case studies and tools used in coffee communities. For example, it suggests ensuring inclusion and gender equity by adapting programmes to the socio-economic and cultural contexts in which young people live; courses could be organized at weekends or other convenient times, to facilitate access to courses by young people who work.²⁹



EXAMPLE: CATHOLIC RELIEF SERVICES



In Guatemala CRS has been training 10 local youth in quality control of coffee. This group of youth, sons and daughters of local coffee producers, have participated in trainings on cupping with ANACAFE, and a Pre-Q and Q Grade cupper course in Colombia offered by CQI. Three have passed the Pre-Q course and are just a few tests short of receiving their Q certification. These 10 youth are also currently supporting a coffee quality baseline which CRS is conducting with 500 farmers to cup, evaluate and segment the coffee production of the farmers participating in CRS programs. In addition, the youth participate in a Savings and internal lending group, and will use their savings to purchase some of the highest rating coffees to resell nationally or to an international exporter.

GAPS AND OPPORTUNITIES IN CURRENT INTERVENTIONS

Gaps and Opportunities

As identified during the interviews, many actors see that improved understanding of the coffee producing communities is key: while in most cases baselines or some form of contextual analysis is done to inform the design of programmes, it is unclear how many actively consult with young people, and ensure the views of all sectors of society are taken into account. Nearly all supply chain actors are collecting data on productivity, costs, and land sizes. These can be complemented by, qualitative assessments to identify underlying barriers (and potential solutions) to young people not wanting or being able to take up farming, such as the intergenerational attitudes and perceptions discussed above.

Supporting local partners (e.g. producer groups) to build their capacity and skills to meaningfully work with young people in identifying, designing, implementing and monitoring the programs, is key, and was mentioned as a gap/opportunity by a few respondents. Although it has been found that many are already working with youth, all interviewees confirmed that engaging meaningfully with the younger members of coffee communities requires a different set of skills, so there was a steep learning curve for everyone. While many organisations will have agronomists and even some staff to work on 'social' aspects of community engagement, the skills and expertise needed to meaningfully work with youth, and facilitate intergenerational conversations at community level are different - in many cases the funds are not there to hire in these additional experts, especially at producer group level.

All actors that have been consulted highlighted that there is a lack of good evaluation data and cross sector learning to show



what has and has not worked - especially as some of the issues being tackled require a different data and skills set for collecting and analysing impact of interventions (e.g. evaluating the success of interventions looking at leadership and self-esteem). Although we have numerous stories on individual success (e.g. young people who are now running their own business, who feel valued, who are engaged in new coffee related jobs), there is little evidence to show impact on the underlying fundamental issues identified for the sector. The many assumptions about what will make coffee farming attractive to young people, and whether the interventions implemented have had the impact

GAPS AND OPPORTUNITIES IN CURRENT INTERVENTIONS



intended still need to be tested. Although some producer group initiatives have been running for over a decade, and they want to be able to measure and learn from this work, they lack the funds and resources to do impact assessments. Supporting them to get in expertise and resources to better monitor and measure results and impact will be useful for the whole sector. One example was found, where youths from the cooperative were trained to participate in an evaluation by Cornell and Fair-tradeUS, in order to familiarize the next generations of coffee producers with a more business-like approach of coffee producing and to improve the comprehension of the monitoring surveys by the participants.³⁰

Understanding which other actors can help support future developments in the sector (e.g. universities, influencers, local leaders, local private sector) can help build a more impactful intervention. The 'Generations' project by HRNS in Central America example (see Annex for more in-depth coverage of this example) showed that scaling up is impossible without close links with a network of relevant stakeholders, including the government.

Lack of provision of seed funding was highlighted by a few organisations at producer/implementer level, to enable young people to put into practice new found entrepreneurial skills. Also, as with so many smallholders (especially women) access to credit lines is nearly impossible for many young people who do not have collateral. Some initiatives are supporting savings and micro loan projects, but finding a way to transition these to appropriate credit provision would be beneficial. Where credit has been part of the interventions (e.g. the Coffee Kids work in Trifinio and Colombia, and Pret a Manger with Twin Trading in Peru), there has been a more successful application of the training and capacity building received.



RECOMMENDATIONS AND CONCLUSIONS



Recommendations and Conclusions

For private sector actors wishing to engage more with the youth in their coffee sourcing communities, the work described in this report can in parts appear daunting, and well outside a company's traditional sphere of influence and interaction. However, not all the recommendations above need to be implemented by all actors - the key is collaboration and working with the right local partners who have the deep roots in the communities and a vested interest in the next generation. Interventions can draw on the wealth of experience that the different actors bring, and can be designed based on dialogue with the youth and their communities, to address not only the needs for resilience on the coffee farm, but also can help build more trust and provide a complementary enabling environment.

Building on the traceability and transparency now present in most coffee supply chains, buyers can work with their importers and producer groups to encourage more robust programs working with and for youth are put in place, or are included as a lens to all program design.



Although this report talks in general terms about the region of Latin America and the Caribbean, there are many differences between and within the countries of Central America and South America. In some contexts the emphasis still needs to be on improving basic services and education for young people, or ensuring they are not employed in harmful work in the coffee farms; other countries have more robust protection measures in place, and better provision of services, where attention can be on developing the life and business skills needed by young people in a more modern coffee producing community.

When working with implementing partners and producer groups it should be ensured they are using good contextual analysis/baselines which include the meaningful participation of young and old men and women, and disaggregated reporting data by gender and age. This can inform improved segmentation/differentiation of the different types of work available in future coffee communities and industry, as each type of work appeals differently and needs different strategies to incentivise youth: not all young people want to be or can become farmers (e.g. there might not be sufficient land for all to stay in agriculture), and not all young people want to be a barista or a coffee cupping expert. A thriving coffee producing community will need a mix of skills, as well as an enabling environment for that.

RECOMMENDATIONS AND CONCLUSIONS



It should furthermore be ensured that implementing partners have good Monitoring & Evaluation systems in place to monitor not only progress against activities but also impact; and where possible, one should invest in ex-post evaluations to see if interventions have helped inspire and incentivise younger women and men to continue in the coffee sector. These can be done in collaboration with others, and will help the sector share learnings on what interventions are working and why, and where there are gaps for future investment.



A key recommendation given by many of the companies was the need for an integrated approach within the company, with support across commercial and sustainability departments to foster the long term engagement and resourcing of youth focused work. This can ultimately support the objectives of a range of internal stakeholders, for example by ensuring security and quality of supply, providing collateral for story telling, and engaging the younger generation of coffee drinkers in their customer base. The supply chain terms of trade can also be a useful tool; for example, reliable long term relationships - especially when there are direct links with specific producer groups - will reduce the perceived risk for farmers, which in turn helps to make the sector more appealing to youth.

The SAFE platform can play an important role in bringing together the interests of the private sector, NGOs and producers to further discuss the topic of youth engagement in coffee communities. Exchange of experience and the provision of data can help to drive the sector into a more coherent and impactful way of engaging with young adults to support the future of coffee communities.



SOURCES

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- 2 <https://dailycoffeenews.com/2018/09/04/coffees-price-collapse-how-did-we-get-here-and-what-can-we-do/>
- 3 As defined by the United Nations, the term “youth” applies to those between the ages of 15 and 24
- 4 <https://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-regional-eclac.pdf>
- 5 <https://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-regional-eclac.pdf>
- 6 The average in Colombia for example is 2 hectares. http://www.cafedecolombia.com/particulares/en/la_tierra_del_cafe/la_gente_del_cafe/
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- 16 <https://www.twin.org.uk/projects-partnerships/pret-a-manger-coffee-education-in-peru/>
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- 20 page 146: https://hivos.org/assets/2018/06/coffee_toolkit_2015.pdf
- 21 <https://resourcecentre.savethechildren.net>
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- 29 https://www.idhsustainabletrade.com/uploaded/2016/08/toolkit_total.pdf
- 30 https://www.fairtradecertified.org/sites/default/files/filemanager/documents/Impact_Reports_Research/COF_RPT_COSP_V02_171106.pdf

ORGANIZATIONS INTERVIEWED

Private Sector	Contact	Links
Ecom	Pamela Schreier	https://www.ecomtrading.com/about-ecom-coffee/
Farmer Brothers	Molly Laverty	http://www.farmerbros.com/our-story/sustainability/
Keurig Dr. Pepper	Colleen Popkin	https://www.keuriggreenmountain.com/en/Sustainability/ReportsAndDisclosures/Reports.aspx
Löfbergs	Sophia Svahn	https://www.lofbergs.co.uk/sustainability/
Nespresso	Susanna Robledo, Paulo Barone	https://www.nestle-nespresso.com/sustainability
S&D Coffee and Tea	David Piza, Olga Cuellar	https://sdcoffeetea.com/about-us/corporate-social-responsibility-sustainability/
Starbucks	Jennifer Mills, Liliana Arango, Alfredo Nuno	https://www.starbucks.com/responsibility/sourcing/coffee
Tchibo	Cornel Kuhrt	https://www.tchibo.com
Other organisation	Contact	Links
CLAC	Rubidia Escobar, Xiomara Paredes	http://clac-comerciojusto.org/lineas-de-trabajo/ejes-trasversales/inclusion-de-jovenes/
Consultants	Innes Burus, Jur Schuurman, Soren Knudsen	
Cooperativa Andes	María Adelaida Hernández	https://www.cooperandes.com/somos.html
COSA	Sylvia Calfat, Saurin Nanavati	https://thecosa.org
CRS	Rafael Merchan, Sylvia Salazar	https://www.crs.org/our-work-overseas/where-we-work/nicaragua
Federación Nacional de Cafeteros de Colombia	Marcela Vivas Mendoza, Yenny Velásquez Alzate	https://www.federaciondecafeteros.org
Comité Departamental de Cafeteros del Cauca	Orlando Sanchez, Gerardo Montenegro	https://cauca.federaciondecafeteros.org
Fundación SES	Alejandra Solla	http://www.fundses.org.ar
HRNS	Elio Cruz de Brito, Pablo Ruiz	http://www.hrnstiftung.org/youth and https://www.coffeekids.org
IICA	Gabriella Quiroga	http://www.iica.int/es
KIT	Lisanne Oonk	https://www.kit.nl
LWR	Carolina Aguilar	https://lwr.org
Root Capital	Melanny Zuniga Araya	https://rootcapital.org/impact_areas/youth/
Save the Children	Mario Abdiel Cabrera, Lotta Sterky, Wendy Blanpied	https://www.savethechildren.net/resources
Save the Children Nicaragua	Felix Balladares	https://www.savethechildren.net/resources
Solidaridad	Andrea Olivar	https://www.solidaridadnetwork.org/supply-chains/coffee
Solidaridad Colombia	Claudia Cardona, Joel Brounen	http://comerciosostenible.org
Solidaridad Peru	Ezio Varese	https://www.solidaridadsouthamerica.org/es
Trias	Esmeralda Cabrera	https://www.trias.ngo/en/worldwide/central-america
Twin Trading	Hannah Ward	https://www.twin.org.uk
UTZ	Juan Fransisco Martinez, Mario Rene Barboza Romero	https://utz.org
Women in Coffee	Josiane Cotrim Macieira	www.womenincoffee.org

PRIVATE SECTOR INITIATIVES

GUATEMALA



HONDURAS



NICARAGUA



COLOMBIA



INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Colombia

Initiatives with Private Sector Links						
Location	Name of Initiative	Private Sector	Partners	Youth participating	Description	Links
Antioquia	Young Coffee Entrepreneurs / Next Coffee Generation	Löfbergs Lila	FNC	1500 received training	Improve the livelihood opportunities for young coffee growers through training, establishing 390 sustainable and profitable coffee farms, improved coffee quality, and food security.	https://www.lofbergs.co.uk/sustainability/ https://www.nextgenerationcoffee.net
Antioquia	Support to next generation of farmers	Starbucks	IDB, Cooperativa Los Andes, Grameen Foundation	20 working as field staff	Network of 40 field outreach workers (20 are youth) to support GAP and collect field data	https://grameenfoundation.org/brewing-fresh-opportunity-colombia
Antioquia and Caldas	Support to next generation of farmers	Starbucks	FNC, USAID	100 aiming to reach 1000	Young farmers were given recycled Starbucks laptops, and trained to use business skills for farm management, also given GAP training.	https://news.starbucks.com/news/starbucks-invests-in-next-generation-of-colombian-coffee-farmers
Caldas	Access to pensions to support retirement	Nespresso	FNC, Aguadas Coffee Growers Association, Fairtrade, Government (Min Labour)	not directly targeting youth	Premiums invested into pension fund that is topped up by government. Will reduce need for older farmers to continue working and incentivise young ones.	https://www.nestle-nespresso.com/newsandfeatures/nespresso-joins-public-private-partnership-to-pilot-an-innovative-retirement-program-for-colombian-coffee-farmers
Risaralda	Coffee Kids	HRNS/Coffee Kids	Various Private Sector Partners (Coffee businesses, roasters, and shops)	over 400 youth worldwide, 90 youth in Colombia	Provides training, mentoring, and financing for youth to start their own business in rural coffee communities.	https://www.coffeekids.org/what-we-do/

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Colombia (continued)

Other Initiatives					
Location	Name of Initiative	Partners	Beneficiaries	Description	Links
Antioquia	Empowering Women (and youth) Coffee Farmers	Technoserve, FNC, Coca Cola Foundation	over 1,000 received training	Improved access to 11,000 women and their teenage children to extension services to improve farm management. Also included 1600 youth in decision making training.	http://www.technoserve.org/blog/empowering-women-coffee-growers-in-antioquia-colombia
Antioquia	Nueva Generación Cafetera Programa	Gobernación de Antioquia, COMFAMA, Comité de Cafeteros de Antioquia, Cooperativas de caficultores de Antioquia, Salgar, Occidente de Antioquia y Cooperativa Andes	2,000 in network	Capacity building in life and business skills, and new developments in coffee industry, using technology to share experience for improved farm management, and foster feeling of inclusion for youth.	http://laprensafrancesa.blogspot.com/2015/06/nueva-generacion-cafetera.html
Antioquia	Desarrollo Rural y Seguridad Nutricional para jóvenes y sus familias caficultoras	BMZ, LAZ, FNC	240 targeted	Improved food security and GAP in coffee for 240 young farmers and their families.	https://www.federaciondecafeteros.org/static/files/IGG_2011.pdf
Cauca	Fortalezas	Jacobs Foundation, Fundación SES, Comité de Cafeteros del Cauca	360 trained	Support to 360 young coffee farmers to build capacity in order to increase employment opportunities.	http://www.fortalezas.org.ar https://jacobsfoundation.org/en/activity/fortalezas-integration-youth-labor-market/
Cauca	Jóvenes con pasión por la tierra	FNC, Comité de Cafeteros del Cauca	4,800 women and youth	Work to incentivise parents to sign over portion of land for them to start own farm and have access to credit. Generate self-employment alternatives, through viable, sustainable production and administration models aimed at youth.	https://cauca.federaciondecafeteros.org/fnc/inc_nuestros_proyectos/jovenes_y_mujeres_con_pasion_por_la_tierra
Cauca	Mejoramiento de las estructuras institucionales políticas y socio – económicas con la participación de jóvenes	IAF, ASOCAP, CAFICENTRO	200 trained	Improved and strengthened the organizational, political and socio-economic structures of the grassroots organizations by developing generational handover roadmaps with nine producer groups, entrepreneurship capacity building for youth and producer groups, improved coffee production projects.	https://cauca.federaciondecafeteros.org

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Colombia (continued)

Cauca (and nationally)	Jóvenes Sembradores de Paz	Comité de Cafeteros del Cauca, Fundación Humanismo y Democracia (AECI)	up to 180 families in program	Purchase of 1026 hectares of abandoned land to give to young farmers and create new opportunities for coffee production (part of the Joven Agricultor Program).	https://www.federaciondefcafeteros.org/static/files/Valle%20del%20Cauca.pdf
Cauca (and nationally)	Programa Jóvenes Agricultores	FNC	over 1000 families in various programs	Award winning program started in 1998 to support youth staying in coffee communities through creation of viable alternatives and improved livelihoods. Also created ASOJAV network.	https://www.federaciondefcafeteros.org/clientes/es/buenas_noticias/jovenes_caficultores_se_forman_en_temas_administrativos_y_cafes_especiales/
Cundinamarca and Nationally	Encuentros de Jóvenes cafeteros - Young Coffee Farmers Event	Comité Departamental de Cafeteros de Cundinamarca	over 100 youth participate	FNC and industry delegates meet with youth to understand their perspectives and develop joint action plans on the issues such as education, participation in community decision making, land access, innovation and technology.	https://www.federaciondefcafeteros.org/clientes/es/sala_de_prensa/detalle/inicia_primer_encuentro_nacional_de_jovenes_caficultores/
Nationally (Risarada, Antioquia, Cauca, Nariño)	Estudio sobre jóvenes rurales (Study on rural youth)	Solidaridad	237 young people participated in the study	2015 Study looking at the succession of coffee farmers in Colombia: the voice of rural youth. Report looks at whether the rural situation in Colombia helps or limits young people's possibilities to remain as coffee farmers. Views of 37 young people across five regions.	http://comerciosostenible.org/sites/default/files/archivosSDL/relevo_generacional.pdf
Risaralda and Caldas	Universidad en el Campo	Universidad de Caldas, FNC Comité de Cafeteros de Caldas, Comité de Cafeteros de Risaralda	unknown	Further education in rural areas provide certificates for courses relevant locally for agriculture.	http://www.ucaldas.edu.co/portal/

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Nicaragua

Initiatives with Private Sector Links						
Location	Name of Initiative	Private Sector	Partners	Youth participating	Description	Links
Jinotega	Direct Trade Verified Sustainable Program	Farmer Brothers	LWR, Aldea Global	68 youth working as field staff	Improved food security and income for 350 farm families who receive technical support on improved coffee production practices by training youth to be field outreach workers.	https://lwr.exposure.co/coffees-next-generation-in-nicaragua
Jinoteg and Matagalpa	Cup of Excellence with Young Entrepreneurs	Keurig Dr. Pepper	Save the Children, Bezos Foundation	535 participated	Working with young people aged 14 -25 on improving income in coffee production, as well as development of skills related to job hunting, personal financial education, developing an entrepreneurial spirit, and provides start up credit to start their own business.	<a "="" href="https://nicaragua.savethechildren.net/news/">https://nicaragua.savethechildren.net/news/ "there's-market-and-if-there-isn't-you-need-create-one
Other Initiatives						
Location	Name of Initiative	Partners	Beneficiaries	Description	Links	
Esteli	Challenge Grants	Root Capital with Cooperatives El Polo and El Gorrión	unknown	Challenge Grants of \$20,000 used to boost youth participation. Advisors work with youth groups to develop a community project, and accompanying them with the training they need to bring that project to fruition.	https://blog.rootcapital.org/back-roads-to-boardrooms/five-things-i-learned-from-our-youth-workshops-in-nicaragua	
National	Formacion de Jóvenes en buenas prácticas agrícolas	CLAC, INATEC, IICA, Nicaraguan Fairtrade producers association	19	Training of youth on GAP and organic coffee production.	http://clac-comerciojusto.org/2017/05/coordinadora-nicaraguense-en-alianza-para-formar-jovenes-de-las-organizaciones-de-pequenos-as-productores-as/	
Ocotal	Coffee school for youth	INATEC, Escuela Nacional de Cafe, UTZ, ECOM, Swiss cooperation	over 600 trained over 10 years	The Coffee School of Ocotal was created in 2003, as an initiative of the Mayor of Ocotal, to provide vocational training to young men and women, generate job opportunities, and develop business initiatives in the coffee sector.	https://www.idhsustainabletrade.com/uploaded/2016/08/toolkit_total.pdf	

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Guatemala

Initiatives with Private Sector Links						
Location	Name of Initiative	Private Sector	Partners	Youth participating	Description	Links
Chiquimula	Education and Caring for Children in Coffee Cultivation areas of Guatemala	Tchibo	Save the Children	unknown	Provision of care and education for under 13yr children of migrant coffee pickers during the coffee harvest season. This protects them from child labor and allows them to return to their schools in due time after the harvest season. In addition, the project supports local schools with additional educational opportunities, such as teacher training and parenting workshops.	https://blog.tchibo.com/aktuell/kaffee/kinderlaecheln/
Santa Rosa	Origin Sustainability Project	F. Gaviña and Sons	HRNS	100 families and youth	Providing technical and operations assistance, as well as access to credit, to 100 coffee farmers and young people in Casillas to improve quality, crop yields, and sustainability practices in the region.	https://www.gavina.com/blog/gaviña-initiates-new-direct-impact@-program-benefiting-coffee-farmers-guatemala
Other Initiatives						
Location	Name of Initiative	Partners	Beneficiaries	Description	Links	
Chiquimula	Protecting children in coffee-producing communities in Olopa, Guatemala, from harmful work	Save the Children, COOSAJÓ	200 adolescents	Reduce harmful labour of children in coffee through improved and diversified livelihoods for 200 families, education, and community protection networks. Training to improve coffee production, Includes training to adolescents on business skills, and mentoring.		
Huehuetenango	Promoting decent rural employment opportunities in the coffee sector of Guatemala	FAO, HRNS	114	Promoting training on specialty coffee, and market linkage. Create network with coffee shops as market outlet.		
National	Bachiller certification in coffee	ANACAFE, FUNCAFE	unknown	Provision of further education courses for youth in coffee related topics, to build capacity in eg farm management, quality, GAP.	https://www.anacafe.org/glifos/index.php?title=13NOT:Bachillerato-las-flores	
San Marcos	Working with coffee communities	CRS	10	Training sons and daughters of local coffee producers, on cupping with ANACAFE, and a Pre-Q and Q Grade cupper courses. Also supporting a coffee quality baseline with 500 farmers, participate in an Savings and internal lending group, and use their savings to purchase coffees to resell.	https://www.crsespanol.org/donde-servimos/america-latina-y-el-caribe/guatemala/	
Western Highlands	Partnering for Innovation	USAID (Feed the Future), Mercy Corps	over 500	Through AgriJoven, more than 500 young people have formed savings and loan groups and are trained on new agricultural technologies and innovations that increase agricultural production. The members then use a portion of their group savings to purchase agricultural innovations for their farms and share the technology as they all work on their plots (not only coffee).	https://www.feedthefuture.gov/article/young-entrepreneurs-chase-their-agriculture-dreams-in-guatemala/	

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Honduras

Initiatives with Private Sector Links						
Location	Name of Initiative	Private Sector	Partners	Youth participating	Description	Links
San Pedro Sula and rural areas	Coffee v Gangs	Kenco	FUNDES	20	One of the causes of the gang problem is a lack of opportunity and alternatives. Coffee vs Gangs aims to equip young people with the skills and support to become successful future coffee entrepreneurs.	https://www.kenco.co.uk/about-us/sustainability/
Other Initiatives						
Location	Name of Initiative	Partners	Beneficiaries	Description	Links	
Corquin, Western Honduras	Capucas Coffee Academy	Cooperativa Cafetalera Capucas	unknown	The coffee academy "Capucas" trains producers and their children on coffee quality so that they know the basic techniques for coffee preparation and quality control. Also have set up distance learning for University courses.	http://www.mycapucascoffee.coop/proyecto/35	
Cortés, Copán and Yoro	Asociación Programa Amigos de los Niños	Children International, USAID	900	Training for work and job placement of young people at risk. The project provides training in the classroom, internships and coordination with vocational technical institutes, as well as life skills and support to enter the workforce.	http://ongaprende.edc.org/children-international-ci-asociacion-programa-amigos-de-los-ninos-apan/	
Ocotepeque	Coffee Kids	HRNS, InterAmerican Coffee, Tim Hortons, Becamo, International Coffee Partners	33 youth in the UNIOCAFE Youth Committee	The initiative is supporting the Youth Committee of UNIOCAFE, a second tier producer association, to sell a youth coffee to the specialty market.	https://www.coffeekids.org/2018/04/02/youth-empowerment-coffee-changing-lives-trifinio/ http://www.interamericancoffee.com/honduras-coffee-kids-coffee-project/	
Western and Central areas	THRIVE Generating Economic Opportunities	World Vision	10,594 families	Building on the success of the GEO project, Thrive will generate jobs and increase household incomes, eliminating the need for parents and youth to migrate to urban areas or the United States in order to make a liveable income (not only focusing on coffee).	http://storage.cloversites.com/womenofvisionworldvision/documents/Honduras%20THRIVE%20Offer.pdf	

INITIATIVES WORKING WITH YOUTH IN COFFEE FARMING

Latin America

Other Initiatives						
Location	Name of Initiative	Private Sector	Partners	Youth participating	Description	Links
Brazil, Santo Antônio do Amparo, Minas Gerais	NKG Farm projects: Casa da Criança e do Jovem Amparense	Neumann Kaffee Gruppe	HRNS, SENAR MG	589	Casa da Criança youth centre offers vocational training and support, as well as cultural and sports based activities for youth in the community. It also tries to reduce the prejudices around being a farmer by showing the advantages of growing coffee professionally including modern farming techniques, coffee cupping expertise, and managing a coffee business.	https://www.hrnstiftung.org/project/jovens-santo-antonio-do-amparo/ https://www.nkg.net/responsibility
Mexico, Santa Rita	Support for youth in coffee communities	Neumann Kaffee Gruppe	HRNS, Finca Puebla, AUGE, ICATEP vocational institute	180	Rural youth from the communities Santa Rita and El Porvenir are being supported to overcome social, economic and employment-related challenges. They receive vocational training, life skills, scholarships, and support to set up own businesses.	https://www.hrnstiftung.org/project/finca-la-puebla/
Trifinio (Guatemala, Honduras, El Salvador)	Generations: Closing the generation gap between youth and adults in rural communities	Tim Horntons, ICP	HRNS, IDB, Fundación SES, municipalities, farmer organizations	3,130	The Generations project supports youth with vocational guidance, life skills, technical and entrepreneurial development training, and job placement or self-employment support. Throughout the entire process, rural youth leadership and empowerment is promoted and strengthened.	http://www.hrnstiftung.org/generations
Trifinio (Guatemala, Honduras, El Salvador)	Coffee Kids	HRNS/Coffee Kids	Various private sector partners (coffee businesses, roasters, and shops)	over 400 youth worldwide, 150 youth in Trifinio	Provides training, mentoring, and financing for youth to start their own business in rural coffee communities.	https://www.coffeekids.org/what-we-do/

Case Study: Hanns R. Neumann Stiftung

COUNTRY:

Honduras, Guatemala, El Salvador

REGION:

Trifinio

PRIVATE SECTOR PARTNERS:

Tim Hortons, International Coffee Partners

IMPLEMENTER:

Hanns R. Neumann Stiftung

PRODUCER GROUP PARTNERS:

Cooperativa Uniocafe in Ocotepeque, Honduras,
Cooperativa CAFEL in Copán Ruinas, Honduras

OTHER STAKEHOLDERS:

Fundación SES, Interamerican Development Bank,
International Coffee Partners, Global Affairs Canada, Trifinio
Comission, Local Municipalities, Foundation Fundacessa in
Metapán, El Salvador

PERIOD OF IMPLEMENTATION

2015-2019

WEB LINK

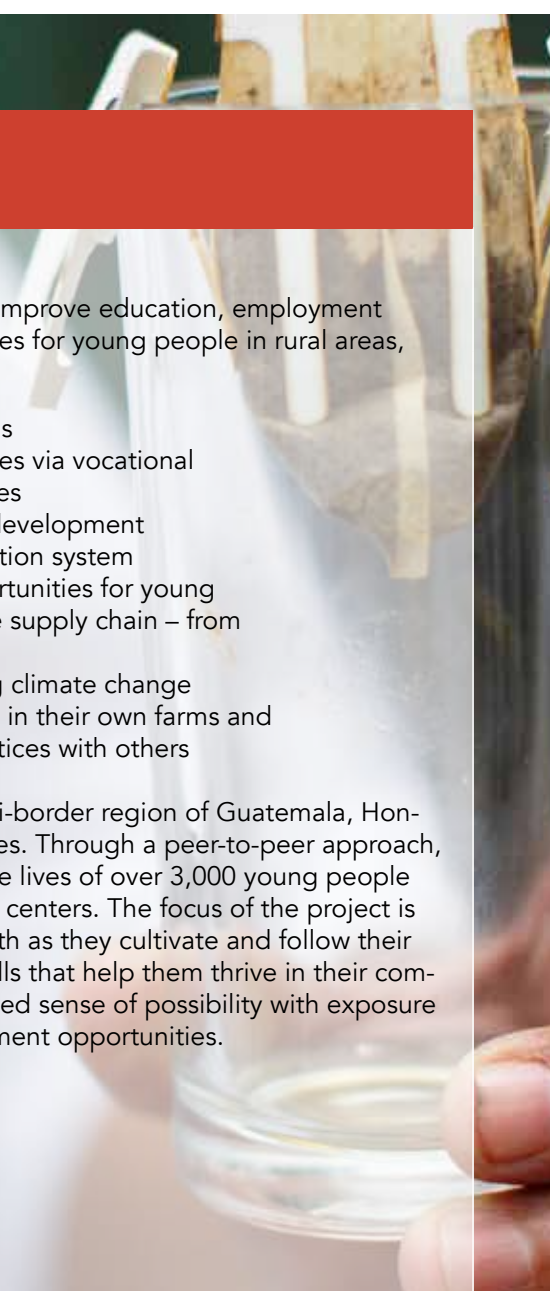
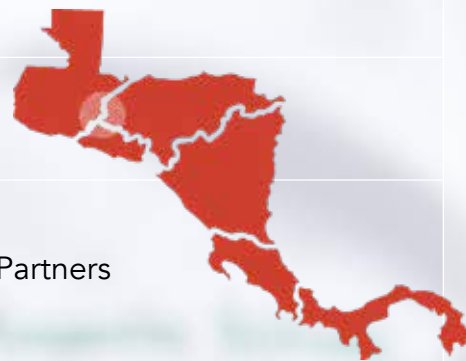
<http://www.hrnstiftung.org/project/generations>

SUMMARY

A multi-country initiative that seeks to improve education, employment and business development opportunities for young people in rural areas, through:

- the development of life and job skills
- expanding employment opportunities via vocational trainings and internship opportunities
- entrepreneurial and business skills development
- re-integration into the formal education system
- sparking interest and creating opportunities for young people to get involved in the coffee supply chain – from farm to cup
- youth change agents, implementing climate change adaptation practices and techniques in their own farms and advocating for the use of these practices with others

Generations works across the Trifinio tri-border region of Guatemala, Honduras and El Salvador in 19 communities. Through a peer-to-peer approach, the program is working to transform the lives of over 3,000 young people aged 16 – 29 across 19 rural education centers. The focus of the project is to provide an open, safe space for youth as they cultivate and follow their interests and develop the tools and skills that help them thrive in their community, enabling them to have a renewed sense of possibility with exposure to a broad array of career and employment opportunities.



COFFEE AND YOUTH CASE STUDY



Photo courtesy of HRNS

lack of youth interest in coffee farming as a livelihood option, and the increasing migration rates due to the lack of employment opportunities.

Led by youth, with youth, and for youth, Generations works with communities to help improve formal education, vocational career development, and self-employment opportunities for rural young adults in the Trifinio region. Generations aims to create a space of learning and skills development enabling rural youth to uptake a career of their choice, partake in internship opportunities, reintegrate back into their education or launch their own business venture. The goal is to equip youth with the tools and knowledge to become drivers of the local rural economy in their communities.

The project is a collective effort between the Interamerican Development Bank, Tim Hortons, Global Affairs Canada, International Coffee Partners, the Trifinio Commission, coffee growing communities and regional farmer organizations.

Project

The program is made up of four primary components: 1) a participative youth-led assessment of employment opportunities in the community, 2) the establishment of rural training centers, 3) the development of youth networks for training and exchange, and 4) specific training to strengthen employment and entrepreneurial opportunities within and outside of the coffee sector.

Component 1 – Employment opportunity assessment by youth (2 months): An assessment of the local context is conducted by youth participants to identify challenges and opportunities in

Background



In the Trifinio region, the tri-border area of Guatemala, El Salvador and Honduras, agriculture plays a significant role in the economy; as a key coffee growing region in Central America, 70% of local income is generated by coffee. However, while the majority of families rely on coffee-related activities for household income, minimal access to technical assistance and resources makes it difficult for producers to invest in their farms and access coffee markets, impacting farm profitability and productivity. With high levels of poverty, few employment opportunities and an uncertain future in coffee, many young people are migrating to urban areas or abroad in search of better opportunities and higher paying jobs.

The multifaceted approach of Generations provides a solution to the growing concern of an aging coffee farming population, the

COFFEE AND YOUTH CASE STUDY



Photo courtesy of HRNS

their community. Interviews are conducted with peers and key local stakeholders. The results are used to develop an action plan for each community. Together with a stakeholder support network that is created during the course of the project implementation, consisting of local busi-

nesses and local governments, the action plan is then put into action to create better opportunities for youth.

Component 2 – Rural training centers (3 months): Young people are trained in life skills and specific job expertise, such as financial literacy and business plan development, to help better position them in the job market. They work with mentors to find career and business opportunities which best match their own goals and interests. Each participant develops a personal training and career plan and selects a focus area for personal development. Training in coffee value chain aspects is compulsory to develop a better understanding of coffee growing and marketing. The training includes farm visits, developing alternative farming practices as sources of income, understanding post-harvest production methods, factors influencing price, and exploring the use of coffee byproducts. Furthermore, young adults participate in specific field trainings to become “change agents” with the skills to host their own agricultural training sessions, focused on climate smart agricultural practices. Youth change agents also continue

to develop leadership skills, as they are responsible for monitoring and providing feedback for other youth who are implementing climate adaptation practices in their own demonstration plots.

Component 3 – Development of youth network roundtables (ongoing): Throughout the entire project, youth are supported and mentored by members of a local youth network, consisting of institutions, companies and coffee producer groups. These networks work to align resources and expand local collaborative efforts to support youth development, emphasizing the importance of developing partnerships and joint efforts among local actors and stakeholders. In many cases, youth who have participated in the project are also actors in the network, creating a cycle of support for current and future generations. After having completed the basic training for life skills and coffee, participants determine whether they want to attend vocational training, partake in an internship, launch their own business, or continue their education.

Component 4 – Job skills training and capacity building for employment and entrepreneurship (6 months): The vocational trainings are geared towards both the coffee industry as well as a wide range of other areas depending on the needs identified and partners available in the local network (e.g. auto mechanic, cooking, beautician). Internship opportunities are similarly diverse, also depending on the needs and availability of partners. Trainings around the coffee value chain cover a wide range of topics from cupping, to roasting, farm and estate management to coffee machinery mechanics and climate change adaptation. Advanced entrepreneurial skills can be added to the training, helping youngsters to set up a small business, developing a business

COFFEE AND YOUTH CASE STUDY



Photo courtesy of HRNS

economic empowerment, generating conditions in rural areas that offer improved career opportunities for rural youth. Following the ongoing success of the project, the Generations model has already been taken up by farmer organizations, municipalities at regional level and within corporate social responsibility initiatives of companies.

Impact

By mid-2018 Generations was operational in 19 communities across Honduras, Guatemala, and El Salvador, incorporating over 3,000 youth (more than half being female). Nearly half of the youth were referred to education or employment opportunities directly related to their identified interests. Over 220 small businesses were set up by young graduates and over 50 youth were trained as 'change agents' to promote climate smart agricultural practices in coffee. 3,000 youth were trained in coffee growing practices and were able to put their new knowledge into practice. Hundreds of local key stakeholders (local govern-

ment, companies, producer associations) were actively participating in youth support networks, ensuring the sustainability of the program. Several coffee cooperatives are now implementing the program. In addition, the Mesa de Café de la Region Trifinio (MCT), a multilevel stakeholder platform in the Trifinio region has also adopted the model to support the formation of youth population in the region. Companies adopted the Generations model as part of their corporate social responsibility program, partnering with the local municipality of Metapan in El Salvador. The Municipality of Fraternidad in Honduras created a Youth Office to ensure greater economic development for young people within their communities. Alumni from Fraternidad serve as part of the municipal board, to induce greater local advocacy and policy supporting a greater investment in youth initiatives in the region. The support of local governments has been crucial to continue the momentum of the project, and in ensuring continuous improvements for youth in the future.

plan, etc. Seed capital is available to match the initial investment from those interested in developing their own business, after presenting and defending their business plans in front of a panel of judges.

The Generations Program is a replicable model for youth economic empowerment, generating conditions in rural areas that offer improved career opportunities for rural youth. Following the ongoing success of the project, the Generations model has already been taken up by farmer organizations, municipalities at regional level and within corporate social responsibility initiatives of companies.

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According to a recent study, 70% of young people having participated in the program do not want to emigrate anymore and see a better future for themselves in their community as a result of the Generations program.

RESOURCES - LINKS

- <https://www.facebook.com/Fundacion-Neumann-Proyecto-Generaciones-905596406155144/>
- <http://www.geoportaltrifinio.net>
- <https://www.youtube.com/watch?v=nWtz5yl81JU&t=7s>

Case Study: Nespresso

COUNTRY:

Colombia

REGION:

Caldas

PRIVATE SECTOR PARTNERS:

Nespresso

PRODUCER GROUP PARTNERS:

Cooperativa Aguadas
Cooperativa Norte de Caldas
Cooperativa Andes
Cooperativa Alto Occidente

OTHER STAKEHOLDERS:

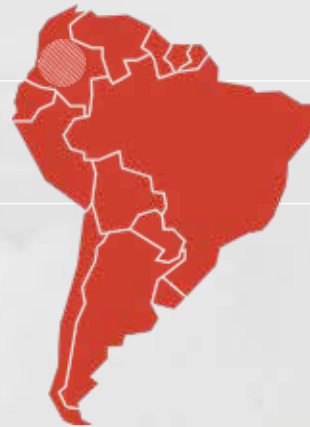
Cafexport, Fairtrade International,
Colombian Government, FNC

PERIOD OF IMPLEMENTATION

Since 2014

WEB LINK

<https://www.nespresso.com/positive/ch/en#!/sustainability/farmer-future-program>

**SUMMARY**

Most coffee farmers are subject to high levels of uncertainty, including lack of insurance, no long-term retirement planning and risks to both crops and prices.

In 2014 Nespresso started the AAA Farmer Future Program together with Fairtrade International, the Colombian government and cooperatives in Caldas, to provide the first pension scheme for coffee smallholders. The program helps facilitate the generational transfer of farms from parents to children, ensuring opportunity for young people in coffee producing regions.

Since the pilot scheme's launch, around 1600 farmers have already signed up to the new pension plan, with a long-term potential to scale up to 30,000 farmers.

COFFEE AND YOUTH CASE STUDY



Photo courtesy of Nespresso

NESPRESSO®

Nespresso has stable long term relationships with the 30,000 farmers that supply coffee under

its AAA program in Colombia. Although they do not have an explicit focus on youth, their deep understanding of the communities here has made them aware of the increasing pull away from the country side, with young people increasingly been drawn to other more attractive opportunities outside of the coffee sector. But if coffee farming can be shown to be a profitable business, with reduced risks, increased use of technology and more modern methods, then it is hoped that it will become a more attractive option for youth.

Research done in 2013 by local research centre CRECE brought to light the issues coffee farmers viewed as risks, such as changes in price, climate change, and lack of accident and illness cover. They also found that the farmers were reluctant to retire and pass

on management of the coffee farm to their children, because they felt under pressure to continue working, as they were the main source of income for the family. As coffee farmers have unstable incomes, they were falling outside the regular state pension schemes, which required payment of a regular monthly wage. To tackle some of these issues, and build resilience of the coffee growers, in 2014 Nespresso developed the Farmer Future program. This program aims to reduce the risks and vulnerability of the growers, and support this and the coming generations of coffee farmers.

Also in 2014 the Colombian Government started a scheme to expand the reach of pension provision via the establishment of savings schemes that would be topped up by government contributions, and accessed by farmers when they reached 63 years. COLPENSIONES is the government body managing this scheme, and each farmer has their individual account for savings, and on retirement an additional 20% of the total saved is paid in by the state funds. If a farmer is able to make six payments in a year, or save at least COP150,000, they also qualify for free illness or death insurance for the following year, payable to their family. By 2015, the Federación Nacional de Cafeteros, Cafexport and other Cooperatives were interested in implementing this new scheme, and invited Nespresso to explore the potential for piloting it with its growers. Later that year an agreement was signed with COLPENSIONES, and the first 1,000 farmers were signed up.

To enroll on the Nespresso supported scheme, a farmer has to be over 18 years old, member of a Fairtrade certified cooperative, part of the AAA program, be able to meet their annual sales quota, and not qualify for the official government state pension (ie earning less than the minimum monthly salary). As part of the

COFFEE AND YOUTH CASE STUDY

AAA program, growers receive an additional premium for quality on top of the premiums paid by Fairtrade, and it is these premiums (and any other funds the farmer has) that can be invested into the pension scheme. The use of Fairtrade premiums as savings into this scheme has to be approved by the Cooperative.

Nespresso started piloting this scheme with the Cooperativa de Aguadas, and has expanded now to include Cooperativa Norte de Caldas, Cooperativa Andes, and Cooperativa Alto Occidente. The Cooperatives are implementing the scheme, and ensuring the farmers are aware of it, sign up and manage payments. Formal agreements have been signed between the Cooperatives, COLPENSIONES and the coffee growers to establish each party's roles and responsibilities in the scheme. As part of the roll out of this programme, Nespresso has also invested in developing awareness raising material (videos, posters, flyers) to explain the scheme to all farmers, and Cooperative staff have 13 designated managers to be focal contact and support points for their members. These managers will receive training each year on the implementation of the program. Working with Cooperatives that have good strong systems and staff in place to manage this type of scheme has been crucial to its success.

Challenges that the pilot has had to deal with include the farmers' lack of trust in government run institutions and lack of time, which initially limited the uptake. This was dealt with by developing a communication plan and training the Cooperative focal points. Although it is an interesting initiative, channeling premium funds into a pension plan is not a solution for all Cooperatives or growers, who may have more pressing demands, or see other alternatives for adding value to their coffee, such as investing in central mills.

The main motivation for Nespresso to join the pension scheme was to strengthen its Farmer Future program, and help AAA farmers become more resilient through increased savings. Although it is too soon to assess impact, once the initial hurdles were overcome, the scheme has proved very popular, with many farmers joining every month and more cooperatives petitioning the government to join in. By mid 2018, over 1,600 AAA growers were signed up to the scheme, and the aim is that by the end of 2019 at least 90% of eligible AAA farmers are linked in and saving regularly.



Photo courtesy of Nespresso

RESOURCES - LINKS

- <https://www.nestle-nespresso.com/newsandfeatures/Nespresso-first-payments-Colombian-farmers-retirement-savings-plan>
- https://www.federaciondecafeteros.org/clientes/en/sala_de_prensa/detalle/fnc_and_colpensiones_work_together_to_promote_coffee_grower_participation_i/
- <https://www.colpensiones.gov.co>

COFFEE AND YOUTH CASE STUDY



Case Study: Farmer Brothers

COUNTRY:

Nicaragua

REGION:

Jinotega

PRIVATE SECTOR PARTNERS:

Farmer Brothers

IMPLEMENTER:

Lutheran World Relief

PRODUCER GROUP PARTNERS:

Aldea Global

OTHER STAKEHOLDERS:

CafeNica

COSA, UTZ

PERIOD OF IMPLEMENTATION

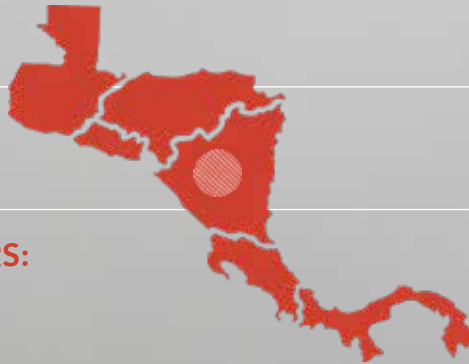
2016-2018

WEB LINK

<http://www.farmerbros.com/FB-2017-Sustainability-Report.pdf>

SUMMARY

The Direct Trade Verified Sustainable program has a goal of improving the food security and income of 350 farm families who supply Farmer Brothers coffee. It is being implemented by Lutheran World Relief, through the local farmers' association, Aldea Global. The program is directly benefiting 68 young men and women who are now fully trained as field outreach workers, and the coffee farmers who are receiving technical support on improved coffee production practices. Indirectly the program has also inspired many more young people to stay, as they see that there are opportunities for work in the coffee sector.



COFFEE AND YOUTH CASE STUDY



Photo courtesy of Lutheran World Relief

Project

Nicaragua and Colombia are both strategic origin countries for Farmer Brothers, and part of their 'direct trade verified' program. Interventions start with a baseline survey to assess the situation against key sustainability indicators, and work with the community to prioritise interventions that are co-financed with the producer groups.

The growing concern about the increasing age of producers in these countries was confirmed in the baselines, which showed an average age of 57 years. They also showed that the younger members of the communities did not see a future in coffee, despite them being identified as a 'type 3' farmer who is most likely to take up suggested improved good agricultural practices (GAP). As a result, Farmer Brothers and their partners decided to try to tackle this issue by fine tuning their strategy to work more closely with local youth, and identified young people (aged 20-30 years old) that could be trained to be a GAP field worker, to support the coffee producers, as well as providing them an opportunity to earn income.

The project was first implemented in Colombia in 2014, in partnership with the Federation Nacional de Cafeteros and its local committees, importer/roaster RGC, local NGO CRECER did the initial baseline, and Dutch NGO Solidaridad helped train the 150 youth participating in the programme, chosen from the 2,000 families supplying coffee to Farmer Brothers.

In 2015 the process was started in Nicaragua, with Aldea Global, a farmers' association with over 10,000 members (of which 4,337 are coffee producers). Aldea Global work with various in-



Background

Farmer Brothers is a U.S. coffee roaster, wholesaler and distributor of coffee, tea and culinary products, with sustainability at

the core of their business strategy. They have a long standing commitment to coffee growers through their Project Direct program, working closely with farmers to produce the best quality coffee, using sustainable practices. Funding for these investments is ensured through the premium included in their green coffee price, which goes direct to the producer group to fund inputs, subsidies, and technical staff.

COFFEE AND YOUTH CASE STUDY

ternational clients in addition to Farmer Brothers, such as Keurig Dr. Pepper, Atlas Coffee Importers and Buena Vida coffee. They provide a range of services to their members around GAP, access to credit, increased use of technological innovation, and dedicated support to women producers. They also have their own internal assurance scheme called 'Aldea-Cert', which provides a guarantee that farms meet minimum social and environmental criteria for certification and quality standards. This program is co-financed by the roasters and importers working with Aldea Global, including Farmer Brothers.

The baseline study in Nicaragua identified several 'hotspots', especially the need to increase farm resilience and coffee quality. However, there was limited technical assistance provided to farmers to overcome these issues, mostly due to the high cost of maintaining qualified staff. This lack of technical support impacted on the perception of the value of membership and loyalty by the farmers towards Aldea Global. To tackle this, the project set up the network of field workers drawn from the youth in the communities, many being sons and daughters of the farmers.

Lutheran World Relief (LWR) were selected to be the implementing organisation who could support Aldea Global, and together they designed the program, which was then taken to the wider community (although youth were not specifically engaged) for consultation and refining.

The young people were trained by Aldea Global's agronomists (also supported by UTZ) based on a curriculum developed by CafeNica, on topics such as nursery management, pruning, soil water management, and gender. They are then each assigned 20 - 40 farmers to mentor, making it an efficient and cost effective

way of conveying technical information to a large number of coffee producers. Use of technology is also encouraged, with many being part of WhatsApp messaging groups sharing best practices, through which they can ask questions and get quick on-demand advice. The young field workers are not employed full time, they are paid a day rate to cover their meals and transport costs, but the program is offering them an opportunity to earn a living while maintaining roots in their community.

Impact and Lessons Learnt

The initiative has grown from the initial 20 young people working with Aldea Global to 68 (52 men, 16 women) in 2018. Some have dropped out of the program, either because they are promoted to work full time in Aldea Global, or because they are unable to meet the time and travel commitments, but on the whole retention has been high. Some of the challenges the young people say they faced included being taken seriously by older, more experienced farmers, and encouraging equality between men and women. Also when the price of coffee drops, so does the motivation of farmers to engage with them. One limitation for



Photo courtesy of Lutheran World Relief

COFFEE AND YOUTH CASE STUDY



Photos courtesy of Lutheran World Relief

scale-up and sustainability of the initiative was the dependence on external funds to keep the network going, but Aldea Global see the value of this and have committed further funds to expand the group to 100. Not only is it helping increase the spread of technical information to its members, but also they are keen to create more employment opportunities for the youth.

Although youth was not a direct focus of this program, involving them into the delivery of technical assistance for farmers has had positive results on a number of levels. Farmers have reported that they like working with people they know, rather than outsiders, and are beginning to see the practices they are learning pay off in terms of increased yields and quality. Many individual sto-

ries from the young people involved show a new found interest and excitement in the coffee industry, with many being keen to put into practice the new skills and knowledge they have.

Maryeli, 22, supports 26 farmers in her community, sharing information about growing techniques, plant diseases and environmental practices to help them produce high-quality beans that will bring them a higher price for their harvest. She says the work comes naturally to her, as she has accompanied her father to the coffee fields since she was eight years old. In her case, the project has inspired her to pursue a four-year agronomy degree, and she hopes to have a farm of her own in the future.

Jaime, 22, joined the program in 2016, returning from the city where he had migrated due to lack of opportunities in his community. He says the work as a promotor has inspired him to continue working in the coffee sector and furthering his knowledge. However in his village of 200 coffee producing families, only two young people have part time work as a promotor, so there are still many who lack opportunities.

RESOURCES - LINKS

- <http://www.farmerbros.com/FB-2017-Sustainability-Report.pdf>
- <https://lwr.org/where-we-work/nicaragua>
- <https://lwr.org/blog/youth-leadership-win-win-nicaraguan-coffee-communities>
- <https://lwr.exposure.co/coffees-next-generation-in-nicaragua>
- <https://aglobal.org.ni>

Case Study: Fundación SES

COUNTRY:

Colombia

REGION:

Cauca

PRIVATE SECTOR PARTNERS:

no direct links to private sector

PRODUCER GROUP PARTNERS:

Federación Nacional de Cafeteros de Colombia- Comité de Cafeteros Cauca

OTHER STAKEHOLDERS:

Fundación SES, Jacobs Foundation

PERIOD OF IMPLEMENTATION

2012-2017

WEB LINK

<https://jacobsfoundation.org/en/activity/fortalezas-integration-youth-labor-market/>
<http://www.fortalezas.org.ar>

SUMMARY

The five-year Fortalezas program, launched in 2012 sought to bring 2,000 young people into the labor market in Argentina, Brazil and Colombia.

In courses lasting approximately one year, 18- to 24-year-olds received technical training and help in developing their social skills – which are crucial for success in the workplace. Through close cooperation with the private sector, participants get the skills necessary for the job market. The program also helped them find internships with potential employers, making it more likely that they would be offered a job after completing training.

In Colombia, the program was implemented with the FNC in nine districts of Cauca, and supported 360 youth. It was also supported in Antioquia by the organisation 'Microempresarios de Colombia' (Small businesses of Colombia) who supported youth working in the informal market with training and help to find formal employment. .



COFFEE AND YOUTH CASE STUDY



Photo courtesy of CIAT



Project

Youth unemployment is a major issue in Latin America, a result of many complex underlying factors. One of these is a lack of training programs providing students with the qualifications potential employers are looking for.

The five-year Fortalezas program, launched in 2012 by the Jacobs Foundation in cooperation with Fundación SES, sought to bring 2,000 young people into the labor market in Argentina, Brazil and Colombia. The overall objective of the program was to strengthen social organisations in order to improve the impact of

their work on youth employment. In Colombia the organisations that were included were Microempresas de Colombia, and the Cauca Committee of the Federación Nacional de Cafeteros (FNC).

The Fortalezas program has three core elements:

Institutional strengthening:

Each partner organization is assessed, and areas of improvement are identified in key areas such as structure, communication, networks, alliances, and sustainability. These are developed into a three year improvement plan.

Youth and work:

Each organization develops a training and youth labor inclusion project, focused on the local economic sectors that will offer the best employment opportunities. Each organization develops a training and youth labor inclusion project, focused on the local economic sectors that will offer the best employment opportunities.

Systematisation of learning and knowledge:

The exchange of knowledge, experiences and innovative practices is key to the success of this program, in order to promote its scale up through public policies or the private sector. This is done via a virtual platform, and the documentation of the different training activities such as learning forums, visits between organizations and regional meetings.

In Colombia, the project was carried out in partnership with the FNC, and had as its core objective 'Promote the self-employment of rural youth, through the production of speciality

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high-quality coffee, using technology that is in tune with their environment, that is profitable and sustainable, and with a positive impact on the quality of life of coffee producers and their families'. This was done by supporting the development of coffee-producing communities and their environment, competitiveness, innovation and providing a sustainable access to market. The Fortalezas program was called 'Jóvenes con Pasión por la Tierra (Youth Passionate about their Land)' and was implemented in the Cauca municipalities of La Vega, La Sierra, Rosas, Timbío, El Tambo, Popayán, Cajibío, Piendamó and Morales. It focused on inter-generational handover, and the improved integration of youth and their families in coffee and agricultural work. In addition to introducing new skills for the 'youth and work projects'

component, it also focused on improving work opportunities in the coffee and agriculture sectors.

The goal of the program was to have at least 50% of the participants running productive coffee enterprises, and stronger youth associations. The intention was to support them to become an economically independent young people who achieve their ambitions to be have a successful job, with a source of decent income, be it as a coffee farmer, engineer or teacher, enabling them to achieve their ambitions, without having to resort to risky work, or migrate to the city.

The selection criteria were simple: participants had to be between 14-30 years old, live in a rural area, no education requirements, and if possible be linked to an existing community group (e.g. cultural, coffee, student, or theatre group). Over 1,000 young people applied, but most were used to more traditional support projects, so they dropped out during the introduction phase. This was because they were unfamiliar with this new model where a young person is not simply a beneficiary of a project, but they must be active in their own development. Over three years, the program had 360 young people participating (half were women), with 51% under 18 years of age, as the project also targeted adolescents still in school. The older participants (who were 18-24 years old) were trying to start their own business when they joined the program. During the start up phase, consultation with the young people highlighted that most of them wanted support to improve their personal, communication, teamwork and social skills, and help with developing better entrepreneurial activities.

Based on the consultation, a comprehensive training plan for the young people was developed, which included topics such as labor inclusion, youth and coffee culture with a gender per-

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Photo courtesy of Nespresso

and skills to work with young people, to support their field staff - most of whom are agronomists. Capacity building to improve coffee production took place over two years, drawing on existing programs offering training on productivity and access to inputs. Parents of participating youth committed to helping by giving over some of their land to their children to manage and try out the new skills they learnt.

A youth network was also started up, which is functioning really well, with high levels of participation, and using social networks available on their smartphones. Participants had access to a video camera, tape recorder, and computer, which helped them document, record and share on topics that they interested in. Through the network they were also able to participate in a community development consultation with local government, be elected to coffee councils, and organised the first forum of coffee youth in 2017. For the first time in the history of the FNC, young people were able to participate in the National Congress and voice their concerns.

spective, collective participation, entrepreneurship, and setting up networks for youth organizations.

The first stage lasted approximately a year, and required the FNC to bring in technical staff with the right expertise

Impact/Learning

The results were very promising, with a high retention rate (84%), and 90% of the youth participating from FNC communities having started their own business, and are still living and working in their community.

As part of the learning process, participating youth (across the three countries) were asked about their perceptions of the program, and suggestions for improvement. Regarding collaboration with the local private sector, the use of internships, although valuable, did not go far enough, as the young people felt this was still done as charity or corporate social responsibility. They called on companies to change their mind set and recognise the potential and value that young employees can bring to a company.

In the case of the young Colombians, they felt there were some advantages to working in the rural sector, as they were able to become self-employed in their own family plots, set up a venture with owners of unused lands. They also see that the coffee sector offers a universe of possibilities, not only growing coffee, but also in the commercialization and in the transformation of the crop. As a result of this project, a group of young coffee farmers is now producing and marketing speciality coffee.

With the link to the project of educational institutions, a real and constructive meeting is achieved between the entire educational community: parents of teachers, managers, students and the community in general, around a common goal that is to ensure that rural youth remain in the territory with the most dignified living standards and with active participation in its development.

COFFEE AND YOUTH CASE STUDY



Photo courtesy of CIAT

In relation to the training courses they felt that there is strong potential for them to go further than only including youth as participants - some young people also have the ability to be involved as trainers and mentors to their peers. More participation in programs can be done by introducing Youth Advisory Committees, which can help ensure design and implementation is adapted to the specific needs of youth.

For the implementing FNC teams, the difference they saw in this program, compared to others, was that the approach has a bigger focus on training and softer skills, not only agricultural productivity. This then required adapting their attitudes and ways of working - they saw that working with young people in the same way as you work with adults does not work. They saw that youth need to feel that they are an actor in their own development and by directly involving them in the design of the program it helped maintain interest and engagement. The participating youth now feel that they have improved their self esteem, are more able to participate in decision making, and feel involved in public debates. This will help them influence the policies that will shape their future, and not be reliant on community based support projects. Being able to monitor this type of project required a shift

for the FNC staff, as they were not measuring something tangible such as an increase in coffee production, so they needed to develop more qualitative indicators and different techniques to gather the data.

Under the institutional strengthening and learning components of the Fortalezas program, there has been documentation of the work and lessons, and tools developed to help others looking to replicate this work. But scaling up of the program to the 16 other FNC regional bodies will need more funds, but there are currently no specific budgets earmarked for youth programs.

RESOURCES - LINKS

- <https://jacobsfoundation.org/en/activity/fortalezas-integration-youth-labor-market/>
- https://jacobsfoundation.org/app/uploads/2017/06/Factsheet_Fortalezas_ES_Junio2014.pdf
- www.fb.com/programa.fortalezas
- <https://www.microempresasdecolombia.com/microempresas/vp899/sp/#ancla>
- https://cauca.federaciondecafeteros.org/buenas_noticias/programa_fortalezas_inclusion_laboral_para_jovenes_caficultores/
- <http://fortalezascauca.blogspot.com>
- <https://plus.google.com/102101043130474498328>
- <http://www.fundses.org.ar/es>

ADDITIONAL RESOURCES

Resources	Country(ies)	Organization	Key Points	Link to resource
Beyond the Walls (news article, English, 2017)	Honduras Guatemala El Salvador	America Magazine	A story on the other side of the immigration crisis, features an insight into the life of a young woman (Angelita) who participated in CRS cupping skills development.	https://www.americamagazine.org/politics-society/2017/01/12/beyond-wall-stories-other-side-immigration-crisis
Coffee Kids (Spring 2018 Donor Report, 2017 Coffee Kids Annual Report)	Colombia Honduras Guatemala El Salvador Tanzania	Coffee Kids, a program of HRNS	Focuses on young adults in coffee growing communities across Latin America and East Africa. Coffee Kids provides training, mentorship, and financing for young farmers to develop skills and start successful businesses, to ensure sustainable livelihoods for themselves and their families.	Spring 2018 Donor Report: https://issuu.com/hrns-na/docs/spring_2018_donor_report__1_?e=33053496/62479442 2017 Coffee Kids Annual Report: bit.ly/growingthefuture
A Future in Coffee: Growing a New Generation of Coffee Professionals (English, 2015)	Nicaragua Colombia	HIVOS	Detailed case studies from the work done on the 'Sustainable Coffee as a Family Business' toolkit.	https://www.hivos.org/sites/default/files/publications/youth_and_coffee_def_lr.pdf
Sustainable Coffee as a Family Business (Toolkit, English, 2014)	Nicaragua Peru	HIVOS, SCP	A toolkit to motivate and assist coffee roasters and traders and their practitioners to apply an inclusive approach to develop better functioning coffee chains benefitting both men and women of different age groups equally. It provides practical approaches and tools for all stages in value chain interventions, with case studies of how they have been applied in practice.	https://hivos.org/assets/2018/06/coffee_toolkit_2015.pdf
Proyecto Generaciones (presentation, Spanish, 2014)	Honduras Guatemala El Salvador	HRNS	Closing the generation gap between youth and adults in rural communities, the program combines life skills, vocational and entrepreneurship training, and the coffee supply chain to integrate youth into local employment and self-employment opportunities.	https://es.slideshare.net/RUTAslideshare/bvcentepograma-generaciones
Factors that affect the generational change among coffee growers of the Coffee Cultural Landscape (Spanish, 2011)	Colombia	Pereira University, Alma Mater network, Paisaje Cultural Cafetero	A case study in the municipalities of Belalcázar, Filandia, Quinchía and Ulloa. This research constitutes a first exploratory qualitative approach to the theme of generational change, to identify the factors that affect the generational change of coffee production based on the data obtained in the surveys, workshops and interviews conducted.	http://www.sueje.edu.co/AM/index.php/archivo/item/factores-que-inciden-en-el-relevo-generacional-entre-los-caficultores-del-paisaje-cultural-cafetero
Children Lead the Way (English, Spanish)	Nicaragua Colombia Guatemala	Save the Children	Variety of tools and resources for working with children, adolescents and young people, how to ensure meaningful participation in program assessment, design and monitoring.	https://resourcecentre.savethechildren.net/keyword/children-lead-way
Cafe y Cacao con sabor a jóvenes (Spanish, 2017)	Peru	Rikolto	Survey of the situation of youth in coffee and cocoa growing regions of Peru, profile of urban and rural youth, their involvement in coffee value chains, reasons for leaving sector, recommendations	https://sudamerica.rikolto.org/es/noticias/cafe-y-cacao-con-sabor-jovenes
La Sucesión de los Productores de Café en Colombia - Desde la Voz de los Jóvenes Rurales (Report, Spanish/English, 2016)	Colombia	Solidaridad	Guided by the question "Does the rural situation in Colombia help or limit young people's possibilities to remain as coffee farmers?", Solidaridad worked with 237 young people between the ages of 15 and 25 in five Colombian regions in a research project to catalogue young people's experiences, actions, motivations and expressions in order to better understand and give key discussion points to the coffee industry.	http://comerciosostenible.org/sites/default/files/archivosSDL/relevo_generacional.pdf (Spanish) https://www.solidaridadnetwork.org/publications/the-succession-of-coffee-farmers-in-colombia (English)
Fast Facts on Adolescents and Youth in LAC (English)	Region	UNICEF	Provides top statistics and facts on youth in LAC region.	https://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-regional-eclac.pdf https://www.unicef.org/media/files/Fast_facts_EN.doc
Report on generational continuity and investment on coffee farms (Spanish, 2013)	Colombia	University of Manisales, Colombia	The National Federation of Coffee Growers of Colombia implemented generational renewal programs which did not have the impact hoped for among young people. In order to provide public policy recommendations for the design of programs that encourage generational renewal in the coffee sector, an extensive survey was conducted among young coffee growers in the department of Caldas. One key recommendation is for programs to include the participation of young people in the selection of land plots, administrative decisions and investment.	http://www.scielo.org.co/pdf/soec/n24/n24a12.pdf