

COLABORACIÓN VIRTUAL

BEANVOYAGE.ORG

BEAN VOYAGE



COVID-19 Relief Initiative

BUILDING SUSTAINABLE LIVES FOR SMALLHOLDER WOMXN FARMERS



Gender Equity for Sustainable Coffee Value Chain

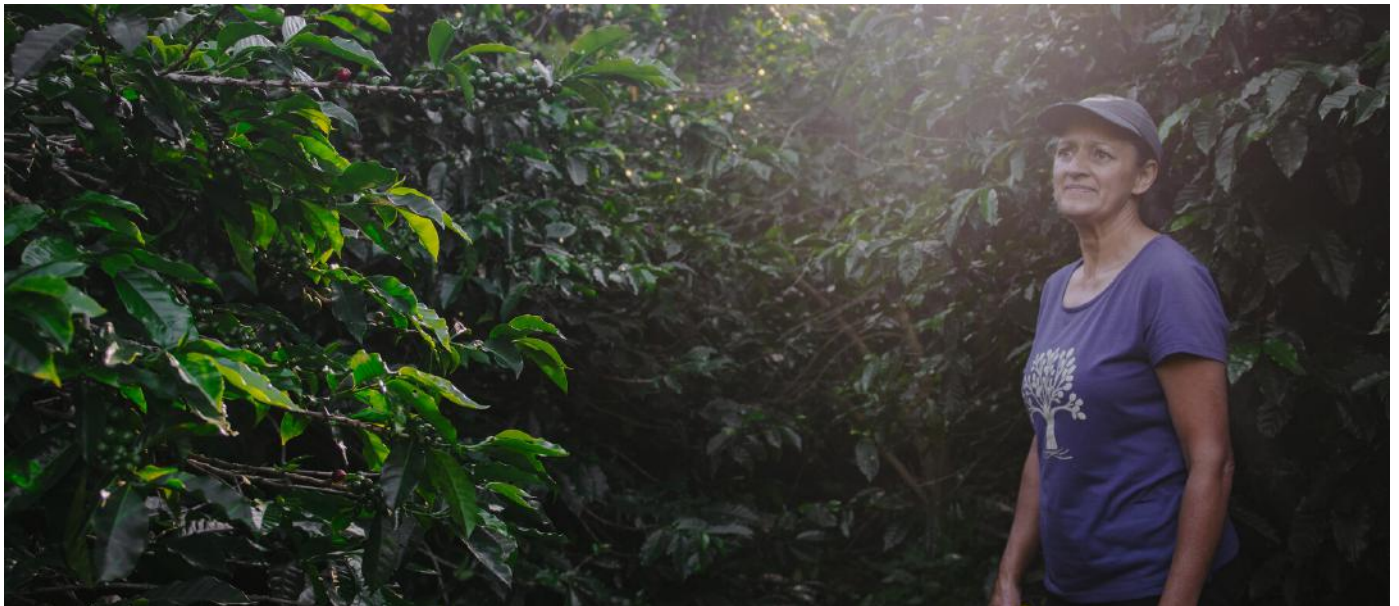
There are **25 million coffee farmers** in the world who produce 80% of the total coffee consumed globally. Among them, are womxn coffee producers.

Women own **25% of the world's coffee farms**, and form **50% of the workforce in the coffee supply chain**. Yet, they **earn 39% less** than their male counterparts, produce lower quality yields, and are challenged with lack of finance and gender-based discrimination.

Bean Voyage is addressing this challenge by providing training, market connections, and

distribution services in remote coffee communities around the world.

Through a model called the Care Trade, a two-step program for smallholder coffee families. First, we facilitate a 2-year training for smallholder coffee families, consisting of comprehensive curriculum to improve farm productivity and coffee quality, so they can transition from commodity production to specialty coffee. The curriculum consists of bite-size videos from industry experts and interactive in-class activities, delivered by trained local youth which ensures accountability and real-life application. We use low-cost, high-penetration technology such as Whatsapp to ensure effective rolling out of our curriculum. In the second phase, we facilitate a direct marketplace between our graduating producers and buyers of coffee through which a fair price is negotiated and paid to producers, while enabling buyers to trace the origins of their coffee. This relationship-based and transparent trade model ensures improved profits for smallholder coffee families and leads to improved quality of life for their communities.



COVID-19's Impact On Smallholder Womxn Coffee Producers

Bean Voyage supports a network of 67 smallholder womxn coffee producers in Costa Rica with training on best practices in coffee production and access to international markets.

In the wake of the COVID-19 pandemic, we are unable to host workshops and are facing the loss of purchasing contracts due to the declining market. The **anceled contracts** of coffee have resulted in more than **\$200,000** in losses for a key Bean Voyage partner - a collective of 67 smallholder womxn coffee producers in Costa Rica.

This loss represents up to 75% of annual income for the smallholder womxn coffee producers.

On the household level, this means decreased funds for their children's education and healthcare for the family and leads to hunger.

On the farm level, this leads to producers' **inability to purchase seeds and fertilizers** that can result in little to no annual harvest in the coming years.

Moreover, the severe cut in their annual income means **accumulating interest on loans of womxn producers** who already had challenges accessing favorable interest rates due to their gender, and can expose entire farming families to an unprecedented level of a financial risk considering the limited social infrastructure that can support them.

75%
LOSS IN ANNUAL INCOME

Threatening the livelihood of smallholder womxn coffee producers and their families



OUR SOLUTION: COVIR-20

SUMMARY

We launched Colaboración Virtual 2020 (COVIR-20) – a response to the COVID-19 pandemic to continue providing key knowledge programs and market access support to smallholder producers by leveraging existing low-cost and highly-accessible technology such as WhatsApp**.

EDUCATION

Each week, producers receive curated learning materials via WhatsApp in voice notes and pictures.

We then host live sessions on WhatsApp where the producers are given a space to ask questions and get tested for their understanding by playing interactive games.

To Pilot COVIR-20, we've tested our e-learning on post-harvest practices and market programs for all 67 coffee producers in the collective since March 2020.

Two modules tested: Post-harvest practices and Finance.

**The use of WhatsApp as a platform is critical at this point as we hoped to quickly pivot to providing educational and social support to vulnerable women coffee producers while social distancing. Rural women have limited access to technology, internet connectivity, and are more likely to have challenges reading and writing. The average age of a coffee farmer in Costa Rica is 50+ years old. Therefore, voice notes and visual assistance are key to engage them.

MARKET

We have also gained early momentum for the market access program as we have successfully negotiated contracts with small-scale roasters such as Girls Who Grind Coffee, Bean n' Bean Coffee, De Mello Palheta, and El Cielito, among others with the estimated sales revenue of \$18,000.

We aspire to continue leveraging storytelling and social media to find a market for each of our producers' coffee.



IMPACT & LOOKING FORWARD

We are measuring **two impact metrics** to assess the success of this initiative:

1. Farmer Engagement & Knowledge Retention Rate (FEKRR):

Participation in group chats, engagement with the materials, homework submission, test results to evaluation the retention of knowledge at the end of the program. This metric is important for us to measure the effectiveness of our curriculum.

2. Farmer Attrition Rate (FAR):

Rate of participants that discontinue the program to evaluate how many of the producers are able to adapt to an e-learning program, and to evaluate their satisfaction with the program. This metric is important for us to measure the effectiveness of our platform (Whatsapp).

From the pilot, we have observed the following results:

1. Farmer Engagement and Knowledge Retention Rate (avg): **78.1%**
2. Farmer Attrition Rate: **9%**.

Looking forward, we plan to scale the program to **700+ smallholder womxn coffee producers in the coming year and reach 40,000 smallholder womxn around the world in the next 5 years.**



#COVIR-20 PARTICIPANT TESTIMONIALS

"Excelente iniciativa! Estoy muy contenta con la dinámica, he aprendido mucho! Considero que pueden continuar con este tipo de curso aún después del periodo de pandemia ya que nos ahorra tiempo al no tener que desplazarnos. Además, hay más tiempo para poder interiorizar el tema y sacar más dudas. Gracias por este esfuerzo, felicito al equipo!"

"Excellent initiative! I'm very pleased with the dynamic and learned a lot! I think we can continue with this type of course even after the period of pandemic as it will save us time as we don't have to travel to places (for training). Additionally, there's more time for us to interiorize the topic and get our questions/doubts answered. Thank you for the effort, and congrats, team!"

TATIANA VARGAS, OROSI
SMALLHOLDER COFFEE PRODUCER

"Las felicito por esta ayuda que nos dan, nos llena de satisfacción el saber que que no estamos solas al tener una excelente capacitación por parte de profesionales muy capacitados para que cubren todas nuestras dudas y miedos, en este maravilloso mundo del café."

"I congratulate the team for the support that they have shown us. I'm glad to know that we are not alone in this amazing world of coffee, and to receive this excellent training by very knowledgeable professionals that are willing to have our questions answered and our fears heard."

FRANCINY VARGAS SALAZAR, TARRAZU
SMALLHOLDER COFFEE PRODUCER

"Realmente la metodología me pareció genial me permite el tiempo para analizar mejor los temas y plantear las dudas que van surgiendo. Me pareció muy práctico de usar y muy flexible."

"The methodology seems amazing to me that it allowed me more time to analyze the topics better and think about questions that arise from the content. It seems to me that it is very practical to use and very flexible (to learn)"

MONSERRAT PRADO, TARRAZU
SMALLHOLDER COFFEE PRODUCER

#COVIR-20 PILOT LEARNING OUTCOME

2 & 16

of Modules & Sessions

Post Harvest practices

dry milling
coffee storage
sample preparation
green coffee defects
export regulations

Finance

personal finance
farm finance
the basics of profit & loss and
budgeting
understanding debts

5

of Master course
lecturers (experts guest
speakers)

67

of smallholder womxn
coffee producers
supported in the pilot

56+

of hours of
engagement facilitated
during 2 months long
pilot per participant

78.1

Average score of all
the participants at
the end of module
test

97%

of the participants
internalized **60% or more**
of the materials shared
via virtual training*

70%

of the participants
internalized **75% or more**
of the materials shared
via virtual training*

36%

of the participants
internalized **85% or
more** of the materials
shared via virtual
training*

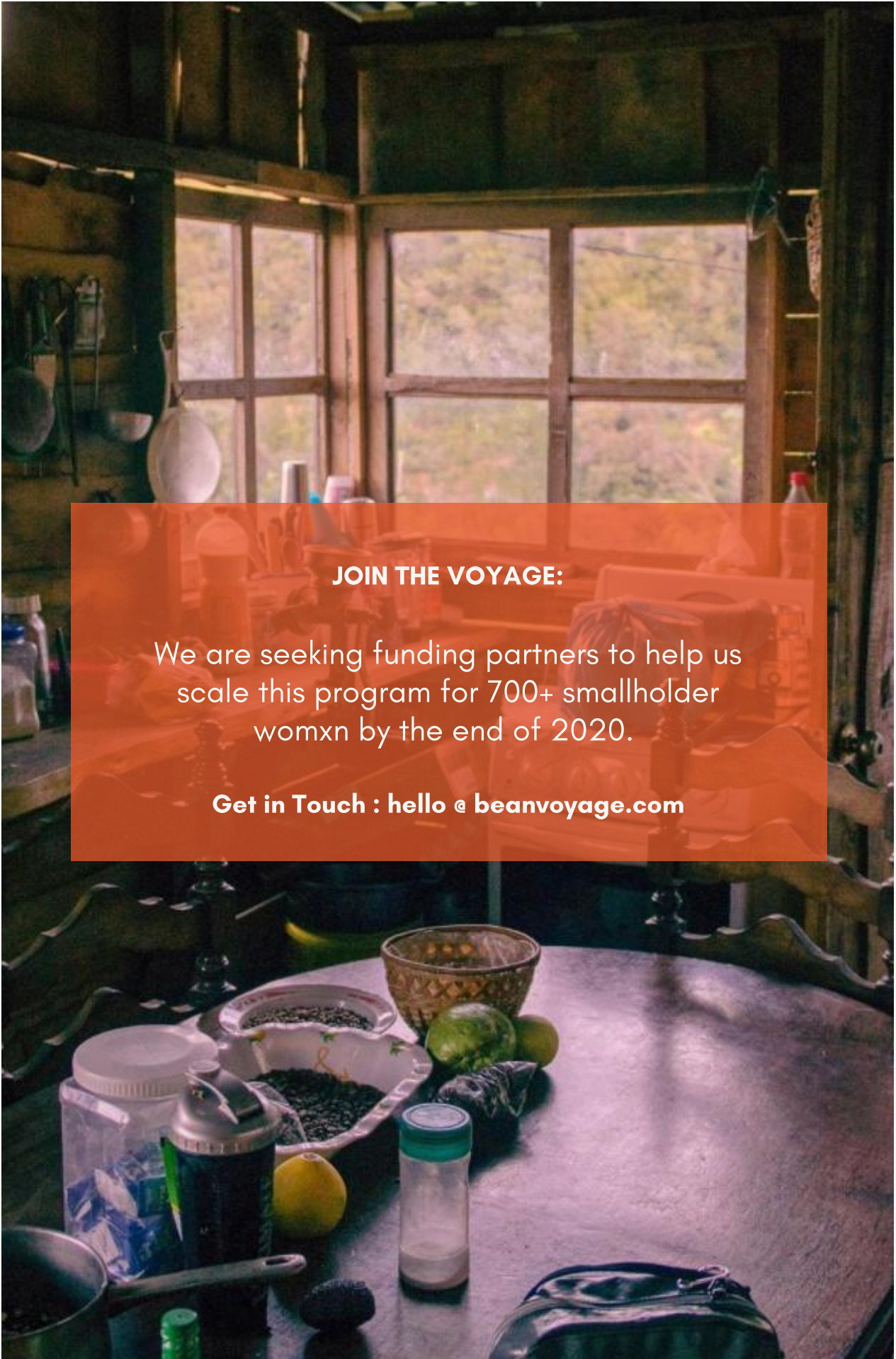
95%

satisfaction rate among
participants who viewed
the materials,
methodology and lecturers
to be adequate and
important

9%

farmer attrition rate:
number of participants
who discontinued their
participation after
transition to virtual training

*according to the test score at the end of the complete module



JOIN THE VOYAGE:

We are seeking funding partners to help us scale this program for 700+ smallholder womxn by the end of 2020.

Get in Touch : [hello @ beanvoyage.com](mailto:hello@beanvoyage.com)