



# UNLOCKING WOMEN'S POTENTIAL THROUGH COFFEE IN HUILA, COLOMBIA

Year One Final Report | April 2017 - April 2018



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## **I. Year One Overview**

## Executive Summary

Women account for the majority of the world's 25 million coffee farmers and typically do the majority of the work on coffee farms, yet they have been historically marginalized. Despite evidence showing that including women strengthens coffee communities, quality, and productivity, women are often kept from decision-making roles and leadership opportunities in coffee organizations.

Strauss Coffee B.V. and Sustainable Harvest® Coffee Importers have sought to change that paradigm. Strauss currently operates an international program supporting women's coffee farms and cooperatives, investing in coffee communities both through their purchases and in projects with each farm. Sustainable Harvest® has purchased and promoted women-grown coffees since 2003. The company partnered with Bloomberg Philanthropies in 2013 to form the Relationship Coffee Institute (RCI), a nonprofit organization committed to improving the livelihoods of women coffee farmers through training and market access, focusing initially on women in Rwanda and the Democratic Republic of Congo.

In April 2017, Sustainable Harvest® and Strauss Coffee partnered on a new project with 300 women coffee farmers who are part of the Coocentral cooperative in Huila, Colombia. The program sought to accomplish these objectives:

- *Promote women's self-efficacy, leadership, and participation in decision-making*
- *Improve coffee yield/productivity*
- *Improve coffee quality*
- *Install drying tables in the production units of women coffee producers*
- *Improve annual household income from coffee*

To achieve these objectives, Sustainable Harvest® suggested Premium Sharing Rewards, a unique agricultural incentive program. This could be tested in Colombia to incentivize participation among the women. Premium Sharing Rewards gives farmers points for specific behavior benefiting their coffee production, such as attending agronomy trainings. The farmers can then exchange their points for assets of their choosing that improve their livelihoods.

With the first year of this three-year program now complete, the project has successfully met expectations. The 100 participating farmers have demonstrated 100 percent attendance of trainings and have improved their agronomic practices and coffee quality.



## Report Highlights

The following report highlights our activities and impact over the first year of the project, including how the women have achieved success through the Premium Sharing Rewards program, and their firsthand experience being part of this project.

Additionally, these numbers show the impact at a glance of the program's first year:



## Achieving Results in a Colombian Context

In launching this project, Strauss Coffee and Sustainable Harvest® brought the Premium Sharing Rewards program from East Africa to Latin America for a South-South exchange of ideas and information. The Relationship Coffee Institute (RCI) successfully piloted the program in Rwanda, where a group of women coffee farmers earned assets such as cell phones, mattresses, and goats for attending trainings and improving their coffee quality.

In the RCI pilot in Rwanda, Sustainable Harvest® observed that **the program was successful because it incentivized positive behavior change**. Farmers sometimes don't see a reason to change their habits to produce good-quality coffee if the reward of increased incomes is not immediately given. Incentivizing participation through additional assets of the farmers' choosing led to successful adoption of the program by the participating farmers, who had strong attendance, earned rewards, and increased their coffee quality and volume in the process.

However, the economic situation for Coocentral's farmers is much different. The Rwandan women are more economically distressed, while the women farmers of Coocentral earn significantly more. Therefore, assets of higher value need to be chosen to incentivize the farmers of Coocentral.

Sustainable Harvest® selected Coocentral for this project because of the co-op's strong women's program and regular trainings. The cooperative provides on-the-ground training support and classes for its farmers, but it didn't have a system to incentivize farmers to take part in them. Premium Sharing Rewards provided that, and the project used Coocentral's advanced systems to track the impact of the program.



Sustainable Harvest® requested that Coocentral's leadership ask the women which types of assets would be the most useful to them, as the assets in the Premium Sharing Rewards catalog are chosen by the women farmers themselves. **This exchange allowed for the building of catalog assets that the women desired and that addressed the important issues in coffee of productivity, fermentation, quality, and how farmers can roast and taste their coffee.**

The relevance of the program assets was immediately clear, as Premium Sharing Rewards received an extraordinary 100 percent participation rate by the women in all the workshops, who earned points to purchase the assets valued up to US\$300.

## Deliverables

The deliverables of the project consist of four main activities through which the women will improve their livelihoods:

**Deliverable 1:** Provide Best Agricultural Practices training, including financing and cupping training, to participating women's group to learn techniques for high-quality coffee production.

### What the project accomplished:

- *Implemented seven agronomy, finance, and cupping best practices workshops in the first year of the project. Coocentral's Best Agricultural Practices training included lessons on pruning, weeding, mulching, yield improvements, shade management, coffee nutrition, and integrated pest management.*
- **Conducted 100 Best Agricultural Practices field evaluations**, with Coocentral's agronomist visiting each woman's farm.
- *Workshops received a 100 percent attendance rate from the 100 women participating in the program and contributed to the women demonstrating improvements in the quality and volume of their coffee.*
- *Held finance workshop on money management, digital tools, and LISTA certification*
- *Cupping and tasting training for each participant*

**Deliverable 2:** Incentivize and reward positive behavior through Premium Sharing Rewards, in turn improving coffee quality and enhancing farmer livelihoods.

### What the project accomplished:

- *Brought the Premium Sharing Rewards program to a new context in Colombia.*



- *Women farmers demonstrated a 100 percent participation rate in Premium Sharing Rewards trainings.*
- *The women said they felt they now had a path to improve coffee quality because of the trainings they received. The women said their livelihoods were improving because of the improvement in quality and productivity of their crop.*

**Deliverable 3:** Support the women's group by building drying tables to improve coffee consistency through even drying.

**What the project accomplished:**

- *100 drying tables were built and distributed to the participating women, creating consistency of coffee and improving quality.*
- *The farmers in Coocentral's women's group saw a 2 percent increase in specialty coffee production from 2016 to 2017, thanks in part to improved quality from the drying tables.*

**Deliverable 4:** Share success stories of program implementation. The effectiveness and impact of the Premium Sharing Rewards program and new drying tables will be demonstrated through periodic updates that will include a range of written and multimedia content.

**What the project accomplished:**

- *The women's group held regular meetings during which they shared stories about the program's impact on their lives.*
- *The cooperative collected many of the stories the women shared of the program's impact during its first year, which are featured in the Testimonials section of this report.*
- *Quarterly reports were created from Coocentral to share with Strauss.*
- *Photographers visited the women's group to create multimedia content to share with Strauss, including images captured by drone.*
- *The industry was told about the project's impact on the women farmers through a press release picked up by five coffee-industry publications.*







## II. Project Activities Timeline



## Project Activities Timeline 2017-2018

Project Activity	Award Points	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Agreements and contracts														
Project planning finalized														
Project scope communicated to women														
Workshop 1: Empowerment, self-efficacy, leadership, and participation in women's decision-making	10													
Workshop 2: Nutritional requirements and fertilization of coffee production	10													
Workshop 3: Best agricultural practices of harvest and post-harvest	10													
Workshop 4: Installation of drying tables, use and handling of equipment and tools in processing and drying	10													
Workshop 5: Coffee quality, cupping and buying systems	10													
Cupping to assess specialty coffee vs. commercial														
Workshop 6: Business partner management plan for the coffee company	10													
Workshop 7: Financial education (individual coaching)	10													
Technical visit: Initial diagnosis in the field of the coffee company and acceptance of the program	10													
Technical visit: Verify the implementation of the best agricultural practices for harvest and post-harvest	10													
Drying tables delivered and installed at farms	10													
Technical visit: Verification of the installation of drying tables and proper use of equipment and tools in processing and drying														
Deliver Premium Sharing Rewards														
Finish report for first year of project														



### **III. Project Budget**



## Project Budget

Here is an overview of how project funds were spent in year one, with a detailed breakdown presented in Appendix 2.

### Strengthen women's training programs through Premium Sharing Rewards

**\$30,000:** Premium Sharing Rewards program, including program launch, Best Agricultural Practices training implementation and support, training materials, and asset distribution event.

These funds were spent to institute the Premium Sharing Rewards program (see the full Premium Sharing Rewards catalog in Appendix 1). Coocentral spent US\$22,800 on the following items:

Catalog 1: 700-liter fermentation tank for the mill, for 4 women  
 Catalog 2: Productivity (soil analysis, fertilizer), for 38 women  
 Catalog 3: Quality kit (8 elements), for 34 women

With the remaining \$7,200, Coocentral bought 24 Behmor roasters to introduce Catalog 4: Sample Roaster to the Premium Sharing Rewards catalog. The roasters were acquired in the United States through Behmor and sent to Coocentral through the logistical support of Sustainable Harvest®. See Appendix 2 for a receipt of these purchases from Coocentral.

**\$9,000:** Salary for origin-based program coordinator to manage program, and support training of women and cooperative relationship manager

The funds for the origin-based program coordinator went toward Taylor Clay, who worked for Sustainable Harvest® to help implement this program. See Appendix 2 for a detailed breakdown of these expenses.

	Y1 Projected	Y1 Actual
<b>Strengthen women's training programs through Premium Sharing Rewards</b>		
Premium Sharing Rewards program, including program launch, Best Agricultural Practices training implementation and support, training materials, and asset distribution event	\$30,000	\$30,000
Salary for origin-based program coordinator to manage program, and support training of women and cooperative relationship manager	\$9,000	\$9,000
<b>Invest in coffee drying equipment</b>		
Support construction of drying tables to improve coffee consistency	\$21,000	\$21,000
<b>Reporting and program evaluation</b>		
Quarterly and annual narrative reports on program activities and impact provided by origin staff, including performance monitoring	\$7,000	\$7,000
Ongoing marketing support to publicize stories from program	\$3,000	\$3,000
<b>TOTAL INVESTMENT</b>	<b>\$70,000</b>	<b>\$70,000</b>

### **Invest in coffee drying equipment**

**\$21,000:** Support construction of drying tables to improve coffee consistency

Coocentral spent US\$21,000 to purchase 100 drying tables for the participating women. See a receipt for this purchase in Appendix 2.

### **Reporting and program evaluation**

**\$7,000:** Quarterly and annual narrative reports on program activities and impact provided by origin staff, including performance monitoring

This category was used to pay for Sustainable Harvest®'s field visits to attend the August meetings at Coocentral. The funds were also used for the copywriter and designer to create quarterly and annual reports. And they covered additional expenses for Taylor Clay to provide more detail for final report. \$2,000 of the budget from this category was set aside in advance for a 2019 video to be filmed by Optic Nerve Productions. See Appendix 2 for a detailed breakdown of these expenses.

**\$3,000:** Ongoing marketing support to publicize stories from program

These funds were used for photographer Bryan Clifton's visit to Colombia to document the program, as well as to cover the creation and distribution of the press release publicizing the partnership between Strauss Coffee and Sustainable Harvest®. See Appendix 2 for a detailed breakdown of these expenses, and see Appendix 3 for more on the press release.





## IV. Workshop and Event Updates

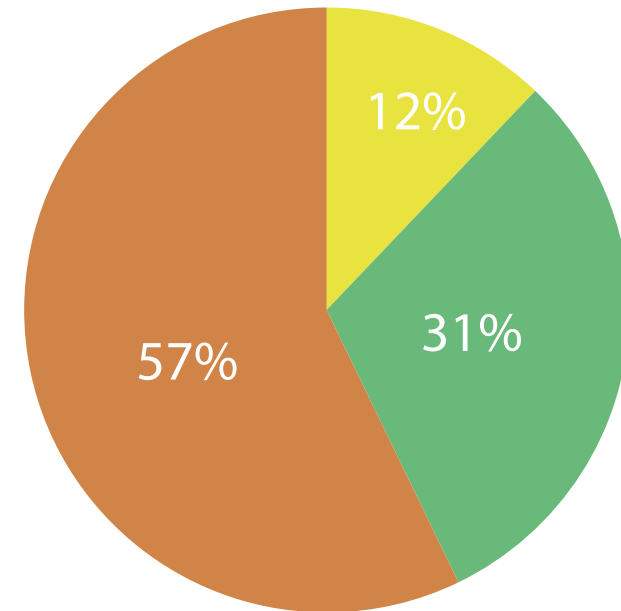
## Socialization Event

The focus of this event was to introduce the women to the project, the Coocentral team, and each other.



Top: Group photo of the socialization event in Pital. Bottom: Camilo, an extension technician for Garzón, fills in the attendance sheet and records prize preferences.

## Portion of women that selected each prize catalog



- Catalog 1: Fermentation Tanks
- Catalog 2: Productivity
- Catalog 3: Quality





## Workshop 1. Empowerment, self-efficacy, leadership and participation in women's decision-making

This workshop featured activities that encouraged the women to become leaders and appreciate and understand their own value and potential. The workshop also included team building exercises.



*Left: Team building balloon game in action in Garzón. Right: Preparing to win the balloon game in Pital.*

## Workshop 2. Coffee plant productivity training

This workshop strengthened the women's knowledge of the nutritional elements needed for coffee cultivation and highlighted the importance of balanced plant nutrition.



*Left: Campoelias and Hector (extension technician) presenting on fertilizer application in Pital. Right: Taking notes on the presentation in Gigante.*

### Workshop 3. Best agricultural practices of harvest and post-harvest

Through this workshop, the women learned how to improve coffee quality and efficiency of production through best agricultural practices. They also learned about the benefits of best agricultural practices for the environment.

Leveraging the techniques learned in the workshop, the women have implemented best agricultural practices for sustainable farming such as integrated pest and disease management, rational use of fertilizers, and soil conservation practices.

Since the completion of the workshop, technicians have made follow-up visits to the women's farms to verify the implementation of best agronomic practices in the field. One-hundred follow-up visits have been completed, and all showed the women successfully implementing best agronomic practices. The specific processes being tracked and the award points allocation for each process are shown in the table on the upper right of this page.

N.	BEST AGRICULTURAL PRACTICES	Award points for completion
1	Implementation of best practices of bean collection	2
2	Implementation of best practices of machinery maintenance	2
3	Implementation of best practices of fermentation	2
4	Implementation of best practices of drying	2
5	Implementation of best practices of storage and transport	2



*Clockwise from top left: Listening to a presentation on best post-harvest practices. Group photo of all 100 women. Listening to a presentation on plant nutrition after seeking shelter from a thunderstorm. Riding in a chiva bus on the way to the event.*



## Workshop 4. Installation of drying tables

The new drying tables distributed to the women greatly improved the consistency of the drying process and coffee quality.

The tables consist of two drying modules with three screens per module.



*Delivery of the drying tables*

## Workshop 5: Coffee quality, cupping, and buying systems

This workshop taught the women about measuring coffee quality through analysis of the physical characteristics of the bean, as well as through tasting and cupping.



*Learning how to prepare and taste coffee*

## Strauss Coffee Field Visit

Amir Levin and Peter Gehr of Strauss Coffee joined David Griswold of Sustainable Harvest® on a field visit to Coocentral from August 27-29, 2017.

They visited three farms, met with two groups of women from the project, had meetings with the cooperative managers, and attended presentations about the project. Lastly, the visit featured a tour of Coocentral's facilities, including the dry mill, wet mill, and cupping lab.





## Workshop 6: Business partner management plan for the coffee company

This workshop developed social, environmental, and business accountability through the creation of strategies and initiatives outlined in a management plan for the coffee company.

## Ongoing Workshop

### Workshop 7: Financial education (individual coaching)

This individual workshop aimed to raise awareness among the women coffee producers about money management to improve the financial situation of their coffee companies.

Technicians from each area were trained to personally carry out the financial education workshops, with the aim of having each woman certified under the “Lista” program, created by the Capital Foundation.

The women learned to use efficient money-management tools.

### Reward Delivery and Ceremony - April, 2018

The 100 women of Coocentral participating in the Premium Sharing Rewards program attended a ceremony in April to choose their assets and receive recognition for their participation in the program.



*Maria Reyes (left) congratulates the women on an amazing year at the awards ceremony.*

Awards Ceremony Photos







## **V. Testimonials**

## Testimonials

Through the Premium Sharing Rewards program with Strauss Coffee and Sustainable Harvest®, the 100 women participants were able to improve their livelihoods while improving the quality and productivity of their coffee. Here are testimonials from several of the women about how the project has impacted their lives.



### **María Ismenia Reyes Lugo, Caficultora de Gigante, Huila**

I have a coffee farm named El Vergel where I grow five hectares of coffee. In December 2015 I joined Coocentral, searching for training and advice on how to improve my productivity and the quality of my product. I joined the Coocentral Women's Coffee program and the Premium Sharing Rewards project. The project allows us to be self-sufficient; to have more leadership and participation in decision-making over our coffee companies; and to have knowledge on the issues of women empowerment, planning, management of financial resources, management of good agricultural practices (GAP) such as nutrition for our crop, good harvesting practices, drying mill, storage, and transportation of our coffee. I am infinitely grateful to Coocentral and Strauss for helping me to be a more empowered woman today, with better perspectives for my coffee company, and to have leadership and to value what I have. I am also thankful for the drying tables, which allow me to improve my drying practice and add value to my coffee. I hope that this program will continue and will allow more women like me to benefit themselves.



### **Nelcy Vargas, Caficultora de Garzon, Huila**

We are here today to receive our prizes for which we attended the trainings. Thank you to Strauss and Sustainable Harvest® for having us in mind, the women from here, the central zone of the department of Huila. Thank you for giving us really great training workshops. We had a big group of technicians that we learned a lot from. Previously, I ignored a lot of things that I couldn't do on my farm. Thank you, because now I've learned how to do them. I've learned how to use fertilizer, how to take care of the environment, and how to manage expenses for my coffee business. Thank you to Strauss for my prize that will be delivered: a coffee roaster. Thank you because I know that from now on my quality of life is going to get a lot better. I won't need to buy roasted coffee. I will be able to take the coffee that I grow, roast it, and consume it on my farm.





**Lucía Alvarez, Caficultora de Garzon, Huila**

I'm so grateful to Strauss and Sustainable Harvest® at the closing of this program. For me, the logical prize is the coffee roaster. I am already producing specialty coffee thanks to the trainings that were organized, in part by Coocentral, the cooperative that I belong to. I'm going to have the opportunity to roast the coffee that I grow on my own farm, and I will be able to taste it. Roast my own coffee and taste it! Thank you Strauss for having been busy with us, for keeping the women coffee growers in your mind, and for having been so outstanding to us. I hope that you don't forget about us, that the trainings continue, and that there's a new program for us. We have so much knowledge that we can apply to our farms. We are empowered women who will implement all of this on our farms. Thank you so much. I am so grateful.



**Esther Pastrana, Caficultora de Gigante, Huila**

Thank you to Sustainable Harvest® and Strauss for the program that gave us all of the trainings. We learned a lot. I am so grateful for my prize, a roaster, that will roast beans from my own farm so that I can offer delicious coffee with a citrus aroma. I am delighted for everything I learned and for everything you offered us. I will continue implementing everything I learned on my farm. The program has served me well; I've learned so many things that I didn't know before and that will help me to grow higher-quality coffee in the future—specialty coffee with a really wonderful flavor. In general, everything went really well and I am so grateful for everything that you offered us, and I hope that you won't forget us women coffee producers. We're going to move forward, and we will implement everything we learned thanks to you. Thank you so much.



**Melva Yolanda Sánchez, Caficultora de Garzón, Huila**

I want to thank Strauss and Sustainable Harvest®, along with Coocentral, Maurizio, and the technical team, for making this project possible. I feel so happy because the project has made me feel empowered. The idea is that now I can say to Garzón, to Huila, to Colombia, to the whole world, that we are women coffee farmers, and we will show the whole world that our coffee is high quality. Thank you to all the people who made this project possible. Living in a rural environment is hard; the time we took out of our days to get to the trainings sometimes was a struggle. But despite the difficulties, in this moment I am very excited, happy, and satisfied with this project, from which we are already starting to see the fruits of our labor. Thank you so much. And the prize that I chose was the roaster because I want to show the people who come to my farm how delicious my coffee is.



**Diana Patricia Falla, Caficultora de Pital, Huila**

I want to give thanks to Sustainable Harvest®, to Strauss, and to Maurizio for this wonderful program that you brought to the municipality of Pital, and for the compost and fertilizer that you delivered that will help us grow our coffee. The trainings that we received strengthened us. The experience that I shared with all the other women was so nice. The project has created ties of friendship between all of us women coffee farmers. Thank you so much.



**Rubiela Ospina, Caficultora de Garzón, Huila**

We are here to say thank you to Sustainable Harvest® and Strauss, and to all the other organizations who made this possible, like Coocentral and Maurizio and all the other engineers. Thank you to all of them for letting us be at this ceremony where they gave us all of our prizes that we've been looking forward to for a long time. With the help from everyone who was working with us, with our hard work in the trainings and meetings, we continue happily as our prizes are delivered. For me, they have delivered a fermentation tank. Thank you to everyone who made this possible.



**Ana Belén Almonacid, Caficultora de Gigante, Huila**

I'm so grateful to Strauss and Sustainable Harvest® for collaborating with us women coffee producers. Thank you for training us, for having us in mind, and for showing us how to organize our own businesses. You gave us excellent prizes; personally, I received the quality catalog, which consists of many tools that will help me grow higher-quality coffee, improve my coffee business, and increase my control over my livelihood. I am so grateful with all of my heart. The project showed us that, "Yes, women can. Yes, we are capable." Thank you to Coocentral, they do so much for us. Thank you so much!





## **VI. Appendices**



## Appendix 1: Premium Sharing Rewards Catalog



Asset	Col\$	US\$	Points
Fermentation tank	\$870,000	\$300	100



Assets	Col\$	US\$	%	Points
Soil analysis	\$86,600	\$30	10	10
Fertilizers, 50 Kl x sac	\$783,400	\$270	90	90
Total	\$870,000	\$300	100	100

## CATALOG CATEGORY: Fermentation Tanks

The tanks are plastic containers used for washing coffee during wet processing. This product holds the pulped coffee bean and is used to make the process of washing and fermentation efficient. The coffee ferments in its mucilage for a period of 12 to 24 hours. It is recommended to have two tanks so that they are able to depulp and ferment the coffee the same day that it is collected; the second compartment is for the coffee harvested the next day and so on.

### Advantages

- Made of high strength linear polyethylene
- Resistant to shock, cracking and corrosion
- Protection against UV rays
- Lightweight and easy to carry
- Economical
- It has a grate for rapid waste water discharge

## CATALOG CATEGORY: Productivity

### Soil Analysis:

One way of knowing the characteristics of soil is by performing a soil analysis. The results obtained in the laboratory indicate if the soil should be fertilized and, according to the crop and the humidity conditions, will estimate the optimal type of fertilizer to be used, as well as when, how, and how much to apply.

### Fertilizers:

In order to increase production in coffee there are two options: The first is to increase cultivated areas. The second is to provide soils with additional nutrients in forms usable by plants to increase yields. The second option is the most feasible. Using mineral fertilizers has shown to greatly increase crop yields, as well as produce higher quality crops.



## CATALOG CATEGORY: Quality

The Quality catalog contains eight specialized agricultural tools for processing coffee, combining instruments used in both harvesting and post-harvest processing. This catalog has: Two plastic instruments for mixing coffee during fermentation (Paleta) and drying (Rake), two process estimators, one to identify the fermentation point (Fermaestro) and another to estimate the point of drying or threshing (Gravimet), a PH meter, a thermo hygrometer, a refractometer, and two kangaroo collectors.

### Their functions are as follows:

**Kangaroo collector:** The kangaroo collector is a tool developed by CeniCafé, Colombia's national coffee research center, to assist in the manual harvest of coffee, replacing the coco collector by a bag at the waist with two sleeves that are attached to the wrists. These freely collect the harvested coffee and store it in the kangaroo collector.

- *Reduce unnecessary movement.*
- *Increase worker performance.*
- *Improve ergonomic working conditions.*
- *Reduce the loss of coffee from dropping it on the ground.*
- *Reduce the risk of *hypothenemus hampei* infestation in the coffee.*

**Refractometer:** The refractometer is an optical instrument used to determine the percentage of soluble solids (Brix Grades) in liquids. It can identify the moment in which the mucilage of the coffee has the best concentration of sugars to be collected.

- *Lets you identify the right color for harvest.*

**Fermentation meter:** A plastic tool used for identifying the exact moment that the coffee is ready to be washed.

- *Relates the apparent density of the coffee before and after fermentation.*
- *Helps control the fermentation process in an objective and easy-to-use manner.*
- *Helps to wash with less water.*



Refractometer



pH meter



Thermo hygrometer



Kangaroo collector



Rake

Assets	Col\$	US\$	%	Points
Refractometer	\$250,000	\$86	29	30
pH meter	\$245,000	\$84	28	30
Thermo hygrometer	\$120,000	\$41	14	10
Kangaroo collector	\$110,000	\$38	13	10
Rake/8 teeth	\$45,000	\$16	5	5
Plastic trowel	\$40,000	\$14	5	5
Fermaestro	\$35,000	\$12	4	5
Gravimet	\$20,000	\$7	2	5
Total	\$865,000	\$298	100	100



Plastic trowel



Fermentation meter



Gravimet

**pH meter:** pH sensor to identify the acidity of the coffee and water mass in the different processes on the farm (fermentation, washing).

**Plastic trowel:** The plastic trowel is a tool to stir the fermented coffee mass and to perform a wash with safety. The benefit:

- *Prevents cross-contamination by fungi and bacteria*
- *Reduces wash time*
- *Helps reduce water consumption due to its washing efficiency*

**Thermo hygrometer:** Temperature and relative humidity sensor that allows you to identify and monitor the conditions of the environment where the processes in the farm are developed (drying, fermentation, storage).

**Gravimet:** The Gravimet is an electronic tool to identify the exact moment in which the solar drying of the coffee must be stopped.

- *Works by relating moisture loss / weight loss*
- *Reliable, objective and easy to use*
- *It lets you know when to stop drying*
- *Reduces the economic losses at the time of sale due to price penalties*

**Rake:** The rake is a plastic tool to stir the mass of coffee during drying by performing a harmless, homogeneous, and efficient process.

- *Reduces the risk of cross-contamination by fungi and bacteria*
- *Helps to achieve a more homogeneous drying*
- *Facilitates the handling of thin layers of coffee for proper drying*

## CATALOG CATEGORY: Sample Roaster

**Behmor 1600 Plus Coffee Roaster:** Easy-to-use, one-pound-capacity home roaster. While some coffee producers already roast their own coffee, the process is not exact, resulting in a lower-quality roast. With this Behmor home roaster, the women will be able to taste their coffee more effectively, as well as sell roasted coffee to increase their household income. The cost of \$300 per roaster includes all freight and customs from the U.S. direct to Huila, Colombia.



Assets	Col\$	US\$	Points
Behmor 1600 Plus Coffee Roaster	\$870,000	\$300	100



## Appendix 2: Budget Materials

At right:

**Receipt from Coocentral for Program Assets**

Garzón, 16 de Enero de 2018

Mrs.  
RUTH COLEMAN  
Executive Director  
RELATIONSHIP COFFEE INSTITUTE-RCI

Estimada Ruth,

De acuerdo al rubro de Premium Sharing Rewards Program del proyecto “Descubriendo el potencial de las Mujeres a través del café” subsidiado por Strauss, con un total de US\$30,000 y de acuerdo a los 4 catálogos del programa, amablemente requerimos lo siguiente:

Transferir a Coocentral US\$22,800, para adquisición de los siguientes catálogos:

Catalogo 1: tanque tina de fermentación de 700 litros para beneficio, para 4 mujeres

Catalogo 2: Productividad (análisis de suelo, fertilizante), para 38 mujeres

Catalogo 3: Kit de Calidad (8 elementos), para 34 mujeres

Agradecemos realizar la consignación a la siguiente cuenta bancaria:

BANK	BENEFICIARY BANK No. ACCOUNT	SELLER
DAVIVIENDA INTERNACIONAL Código Swift CAF3M Código ABA 066011389 Ciudad: Miami, Florida USA	COOPERATIVA CENTRAL DE CAFICULTORES DEL HUILA Account No. 889574010	COOCENTRAL NIT. 891101158-1

La diferencia de los US\$7,200 será para comprar 24 Tostadoras Behmor del Catálogo 4, los cuales serán adquiridos en Estados Unidos con el proveedor Behmor y serán enviados a Coocentral a través del apoyo logístico de Sustainable Harvest.

Con lo anterior, estaremos suministrando a las 100 mujeres del primer año del proyecto, los premios que cada una seleccionó dentro del Premium Sharing Rewards Program.

Cordialmente,

Luis Mauricio Rivera Vargas  
Gerente

## Receipts from Coocentral for Drying Tables

Garzón, 1 de septiembre de 2017

Mrs.  
**RUTH COLEMAN**  
Executive Director  
**RELATIONSHIP COFFEE INSTITUTE – RCI**

Cordial Saludo,

Siguiendo el programa de actividades e inversiones del proyecto Premium Sharing Rewards "Descubriendo el potencial de las Mujeres a través del café", muy formalmente le solicito el envío de USD \$21.000, para la construcción de 200 mesas de sacado (consta de dos muebles bases y seis zarandas de secado), para mejorar la consistencia del café.

Para la consignación del recurso solicitado, lo pueden hacer en la siguiente cuenta:

BANK	BENEFICIARY BANK No. ACCOUNT	SELLER
DAVIVIENDA INTERNACIONAL Código Swift CAFEUS3M Código ABA 066011389 Ciudad: Miami, Florida USA	COOPERATIVA CENTRAL DE CAFICULTORES DEL HUILA Account No. 889574010	COOCENTRAL NIT. 891101158-1

Cordialmente,

  
**LUIS MAURICIO RIVERA VARGAS**  
Gerente

Elaboró: Ismael Ramírez

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14/9/2017

Transferencia



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Transferencia

### Transferencia Externa Entrante

Fecha: sep/12/2017  
Valor: \$21.000,00 Dólar USA  
Referencia: 1454511  
Instrucciones de Pago: SWIFT: CAFEUS3MRCI PREMIUM SHARING REWARDS

### Información del Ordenante

Nombre y Dirección: RELATIONSHIP COFFEE INSTITUTE  
322 NW 8TH AVE  
PORTLAND OR 97209-3504  
Entidad Financiera: WASHINGTON TRUST B  
Cuenta: 1000323830  
Referencia: 170908131944XI00

### Información del Beneficiario

Nombre y Dirección: COOPERATIVA CENTRAL DE CAFICULTORES  
HUILA COLOMBIA  
Entidad Financiera: BCO DAVIVIENDA SA  
Cuenta: 889574010

### Online User Information

User Id: 55070263 (Blanca Viela Cano Campos) Date and Time: 14/09/2017 10:23:11  
Session: bbd5e1r2svfswyzz0vlw3j From Host: 181.49.111.194 Browser: Chrome60

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## Budget Breakdown

This table breaks down the budget allocation for the program coordinator, reporting, and marketing categories:

Budget Category	Salary for Origin-Based Program Coordinator		Reporting and Program Evaluation		Marketing Support to Publicize Program	
<b>Budget Amount</b>		9,000.00		7,000.00		3,000.00
<b>Itemized Expenses</b>	Taylor Clay Salary	5,438.02	Sustainable Harvest Staff Flight Expenses	1,134.72	Hard Drive and shipping	89.91
	Taylor Clay Colombia Meals	112.53	Sustainable Harvest Staff Lodging	327.58	Photography Fee for Bryan Clifton Huila Trip	560.00
	Taylor Clay Transportation	1,365.41	Copywriter Earnings	1,059.53	Visual Printing Costs	108.88
	Taylor Clay Lodging	2,084.04	Designer Earnings	371.94	Bryan Clifton Flight Expenses	973.16
			Marketing Advance for 2019 Filming	2,000.00	Bryan Clifton Lodging	327.58
			Coop Reporting Fees	500.00	CopyWriter Earnings Related to Press Release	940.47
			Taylor Clay Consulting Fees	1,606.23		
<b>Total Expense</b>		9,000.00		7,000.00		3,000.00
<b>Remaining Budget</b>		-		-		-
	<b>Total of all three Categories</b>	<b>Budget</b>		<b>19,000.00</b>		
		<b>Expenses</b>		<b>19,000.00</b>		
		<b>Remaining Budget</b>		<b>-</b>		

## Appendix 3: Media Recap

### *Strauss Coffee - Sustainable Harvest Media Recap*

In early May, Sustainable Harvest distributed a press release on Strauss Coffee partnering with Sustainable Harvest and the Relationship Coffee Institute to introduce an incentive program to women farmers of the Coocentral cooperative, located in the Huila Department.

Sustainable Harvest distributed the press release to eight coffee industry media entities, and received coverage from five publications:



This document presents the coverage around the press release, as well as the social media posts promoting the articles.



#### **Strauss and Relationship Coffee Institute Join for Women-Focused Colombia Program**

Nick Brown | May 3, 2017



Sustainable Harvest's Christine Condo (right) meeting with members of the Coocentral cooperative at the 2017 SCA Expo. Image courtesy of Sustainable Harvest.

Last month, we shared news that Israel-based Strauss Coffee, one of the world's largest green coffee buyers, had committed an approximately \$500,000 total annual investment to six projects designed to benefit and empower coffee producer organizations led by women.

At that time, three of those projects had already taken shape. Now it has been announced that one of the remaining three projects — in partnership with Portland-based Sustainable Harvest Coffee Importers, and SH's sister organization backed by Bloomberg Philanthropies, the Relationship Coffee Institute — is a three-year innovation program involving women coffee farmers in Colombia.

The project will involve a 300-member Cafe Mujeres women's organization that has been part of the Coocentral cooperative in Colombia's Huila Department since 2014. Sustainable Harvest has been buying coffee from the cooperative — which has more than 3,400 members in total — since 2012, and the Strauss program partnership will be centered around an incentives program that was successfully piloted by the Relationship Coffee Institute in Rwanda in 2015 called "Premium Sharing Rewards."

Read the rest of the story [here](#).



Date: May 08, 2017 in: Agriculture, Coffee, Coffee Crop, Coffee exports, Companies, Partners, News, Production, Women (1) Comment 338 Views

Strauss Coffee has partnered with Sustainable Harvest Coffee Importers and the **Relationship Coffee Institute** to introduce an innovative incentive programme for women coffee farmers in Colombia.

The move builds on Strauss Coffee's commitment in early 2017 to a long-term partnership with women led coffee producing organisations around the world. Strauss will commit financial support for initiatives to improve coffee quality of women's groups through infrastructure development, equipment purchasing and training.

"Research has shown us that women are responsible for over 70 per cent of the work in the global coffee market, yet they often own about 15 per cent of the land, mills and actual product," said Orr Rachlevsky, Strauss' director of strategy and projects. "Women are the driving force behind families and communities. Investing in women is the best investment we can make." Currently, Strauss Coffee supports projects in Honduras, DR Congo, Vietnam and El-Salvador.

In the three-year project in Colombia, Strauss Coffee will work with a 300-member women's organization that is part of the Coocentral co-operative in the Huila department. Strauss will help the women through Premium Sharing Rewards, an incentive programme that helps farmers master training to increase productivity and quality. "We see this partnership with Strauss as a great opportunity for our women's program to continue to improve the quality of our coffee and our livelihoods," says Dora Mora, member and leader of the Coocentral women's programme.

Premium Sharing Rewards was developed by Sustainable Harvest, which has a long history of working with co-operatives that put women in positions of leadership and decision-making. Sustainable Harvest's sister organization, the non-profit Relationship Coffee Institute — with support and funding from Bloomberg Philanthropies — successfully piloted Premium Sharing Rewards with two Rwandan women's co-operatives in 2015.



## INDUSTRY NEWS



By cPRESS  
Posted on May 5, 2017

## Strauss Coffee Partners with Sustainable Harvest, Relationship Coffee Institute to Impact Women Growers in Colombia



Strauss Coffee, one of the world's largest coffee companies, has partnered with Sustainable Harvest Coffee Importers and the Relationship Coffee Institute to introduce an innovative incentive program for women coffee farmers in Colombia.

The move builds on Strauss Coffee's commitment in early 2017 to a long-term partnership with women-led coffee-producing organizations around the world. Strauss will commit financial support for initiatives to improve coffee quality of women's groups through infrastructure development, equipment purchasing and training.

"Research has shown us that women are responsible for over 70 percent of the work in the global coffee market, yet they often own about 15 percent of the land, mills and actual product," says Orr Rachlevsky, Strauss' director of strategy and projects. "Women are the driving force behind families and communities—investing in women is the best investment we can make." Currently, Strauss Coffee supports projects in Honduras, DR Congo, Vietnam and El-Salvador.

In the three-year project in Colombia, Strauss Coffee will work with a 300-member women's organization that is part of the Coocentral cooperative in the Huila Department. Strauss will impact the women through Premium Sharing Rewards, an incentive program that helps farmers master training to increase productivity and quality.

"We see this partnership with Strauss as a great opportunity for our women's program to continue to improve the quality of our coffee and our livelihoods," says Dora Mora, member and leader of the Coocentral women's program.

Read the rest of the story [here](#).



## Strauss Coffee to Invest in Women's Coffee Program in Colombia

May 22, 2017 Ashley Rodriguez Colombia, Gender



**Strauss Coffee, in partnership with Sustainable Harvest and the Relationship Coffee Institute, will introduce a new program to improve coffee quality and productivity for female farmers in Colombia. Relationship Coffee Institute, will introduce a new program to improve coffee quality and productivity for female farmers in Colombia.**

BY ASHLEY RODRIGUEZ  
BARISTA MAGAZINE ONLINE

Cover photo courtesy of Sustainable Harvest

A lot of things make coffee better—for example, better growing practices, a deeper understanding of soil quality, or more advanced machinery for depulping coffee cherries. Time and again, one of the single biggest contributors to an increase in both coffee quality and outcomes for farmers is investment in women. That's why Strauss Coffee, one of the largest coffee companies in the world, in partnership with Sustainable Harvest Coffee Importers and the Relationship Coffee Institute (RCI), are taking part in a new incentive program aimed at improving the lives of female farmers in Colombia.

Read the rest of the story [here](#).





## STRAUSS + SUSTAINABLE HARVEST

Strauss Coffee has  
partnered with Sustainable  
Harvest Coffee Importers  
and the Relationship

Coffee Institute to introduce an innovative incentive program for  
women coffee farmers in Colombia. Strauss will commit financial  
support for initiatives to improve coffee quality of women's groups  
through infrastructure development, equipment purchasing, and  
training. [MORE >>](#)

## Social media coverage of press release





