



# Measuring the Impact of C.A.F.E. Practices

## Guatemala Field Survey

As part of an ongoing process to assess and evaluate the results of the Starbucks Coffee and Farmer Equity (C.A.F.E.) Practices program since its inception in 2004, Conservation International (CI) developed and implemented a field survey among coffee farmers in two regions of Guatemala in July 2009.

The regions selected – Huehuetenango and Jalapa – are important both for coffee production and supply to Starbucks as well as for environmental conservation.

The objective of the survey was to determine whether there was any difference in economic, social and/or environmental performance between farmers participating in C.A.F.E. Practices and those not participating.

During the study, CI and local partners interviewed 582 farmers—312 of which were participating in the C.A.F.E. Practices program and 270 who were not. The overwhelming majority of farms surveyed were smallholders with less than 12 hectares under coffee production, which was representative of the region.

The Guatemala Field Survey was designed to complement the Assessment of the C.A.F.E. Practices Program, which analyzes the adoption of economic, social and environmental best practices among program participants at a country and global level. Interviews are also underway in Colombia for a second Field Survey.

CONSERVATION  
INTERNATIONAL



STARBUCKS®

# Key Findings

This study found that participation in C.A.F.E. Practices shows some strong correlation to the following economic and social benefits to farmers as well as to improvements in natural resource management and conservation:

<h2>PEOPLE</h2> <p>Social</p>	<h2>PLANET</h2> <p>Environmental</p>	<h2>PRODUCT</h2> <p>Economic</p>
<p>Results</p> <p> <b>Benefits</b> Temporary workers on C.A.F.E. Practices farms were more likely to receive paid sick leave than those employed by farms not participating in C.A.F.E. Practices.</p> <p> <b>Financial Support</b> Farmers participating in C.A.F.E. Practices in both regions were more likely to be in cooperatives with established financial funds.  Participating farmers in Jalapa were also more likely to report having access to government assistance.</p>	<p>Results</p> <p> <b>Wildlife and Natural Habitat</b> There was a strong relationship between participation in C.A.F.E. Practices and greater stability of natural habitat on farms.  Farmers participating in the program were more likely to report observing more bird species, and in Jalapa farmers were more likely to report improvements in the quality of the habitat.</p> <p> <b>Agro-Chemical Use</b> Farmers participating in C.A.F.E. Practices reported a decrease in the use of herbicides, pesticides and chemical fertilizers at rates significantly higher than those in the control group.</p> <p> <b>Water Use and Conservation</b> In Huehuetenango, where wet milling takes place at the farm, farmers participating in the program were more likely to report a decline in water used during processing.</p> <p> <b>Conservation Investments</b> Farmers participating in C.A.F.E. Practices were more likely to invest in the conservation of biodiversity and water quality in addition to improvements in coffee production and quality, while farmers not participating tended to invest primarily in the latter.</p>	<p>Results</p> <p> <b>Quality</b> C.A.F.E. Practices participants at both sites were more likely to report improvements in coffee quality than non participants.  A strong correlation exists between the use of farm management plans and improvements in coffee quality among farms participating in C.A.F.E Practices.</p> <p> <b>Yield</b> Participating farmers in Huehuetenango were more likely to report increases in yield.</p> <p> <b>Coffee Prices</b> In Jalapa, farmers participating in C.A.F.E. Practices received a higher price for their coffee than the control group during the 2006/2007 and 2007/2008 growing seasons.</p>

This study marks a significant milestone in the process of monitoring and evaluating the contribution of C.A.F.E. Practices to coffee farmers, workers and natural resource conservation. While it represents only two coffee producing regions in Guatemala, it could be replicated in these two regions and in additional regions to provide a baseline from which to monitor longer-term program impacts. These studies can also play a key role in identifying program challenges and informing the provision of targeted technical and other types of assistance to local producers.

For more information about Conservation International and our partnership with Starbucks please visit:  
[www.conservation.org/starbucks](http://www.conservation.org/starbucks)

