

## 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.

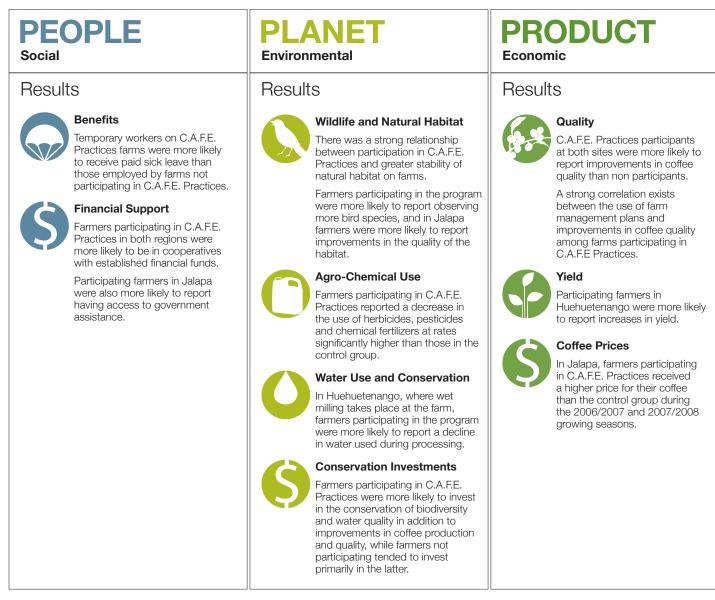
During the study, CI and local partners interviewed 582 farmers– 312 of which were participating in the C.A.F.E. Practices program and 270 who were not. The overwhelming majority of farms surveyed were smallholders with less than 12 hectares under coffee production, which was representative of the region.

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.



## **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:



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

