

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

## Colombia Field Survey

As part of an ongoing process to evaluate the impacts of the Starbucks Coffee and Farmer Equity (C.A.F.E.) Practices program since its inception in 2004, Conservation International (CI) designed and implemented a field survey among coffee farmers in the state of Nariño, Colombia, in March and April of 2011. This survey built upon a previous field survey, conducted in Guatemala in 2009.

The site selected for the survey is an important and unique coffee producing region. It is also of longstanding importance as a supplier to Starbucks and performs an important role in the conservation of species and natural resources in the area.

The primary objective of the survey was to determine whether there are any differences in economic, social, and/or environmental performance between farmers participating in C.A.F.E. Practices and those not participating. Starbucks and CI also sought to uncover opportunities for improvements to the C.A.F.E. Practices program and to continue to refine the methodology used for evaluating the program.

A team at CI worked with Starbucks and partner organizations in Colombia to advance the assessment model developed for the Guatemala survey, implement the survey in the field and analyze results. Surveyors interviewed 501 farmers, of which 203 were participants in C.A.F.E. Practices and 298 were not. As is common in the region, nearly all respondents were smallholders with fewer than 12 hectares of land. CI also interviewed experts from a variety of related fields to supplement and triangulate the responses gathered in the field.





Of the C.A.F.E. Practices farmers surveyed, 92 percent found participation in the program to be beneficial and 83 percent reported their expectations were fulfilled. While the percentage of participants whose expectations were not met was small, further research studies may reveal more detail about what aspects of the program may be improved for these farmers. Overall, the findings of this survey reveal that the program is having a positive impact on communities and the environment.

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# 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><b>Social</b></p>	<h2>PLANET</h2> <p><b>Environmental</b></p>	<h2>PRACTICES</h2> <p><b>Economic</b></p>
<p><b>Results</b></p> <div data-bbox="115 470 521 630">  <p><b>Education</b> More C.A.F.E. Practices farmers sent their children to secondary school, providing access to education beyond what is legally mandated..</p> </div> <div data-bbox="115 772 521 1056">  <p><b>Financial Gain</b> C.A.F.E. Practices farmers had larger farms and higher productivity on their farms, resulting in higher sales and overall income. In addition, these farmers perceived themselves to be in better overall earnings status compared to the national minimum wage level than non-participants.</p> </div> <div data-bbox="115 1094 521 1253">  <p><b>Credit</b> When sought, C.A.F.E. Practices farmers accessed credit at lower interest rates than non-participants.</p> </div>	<p><b>Results</b></p> <div data-bbox="596 470 1018 657">  <p><b>Wildlife and Natural Habitat</b> More C.A.F.E. Practices farmers maintained uncultivated areas on farms, and the extent of natural habitat around participant farms was more stable with fewer losses and more increases.</p> </div> <div data-bbox="596 779 1034 938">  <p><b>Shade Management</b> C.A.F.E. Practices farms had greater diversity in their shade canopies, contributing to higher quality and more resilient shade systems on those farms.</p> </div> <div data-bbox="596 1108 995 1247">  <p><b>Waste Management</b> C.A.F.E. Practices farmers made greater gains in improving management of waste and wastewater.</p> </div>	<p><b>Results</b></p> <div data-bbox="1076 470 1482 705">  <p><b>Soil Quality</b> Soil stability is critical to sustainable agriculture systems. Soil quality was more stable on C.A.F.E. Practices farms and those farmers had made more progress addressing erosion issues, which keeps nutrients on farms for the benefit of crops.</p> </div> <div data-bbox="1076 779 1498 1014">  <p><b>Sophistication of Processing Methods</b> C.A.F.E. Practices farmers had more sophisticated processing infrastructure and used more sophisticated processing methods than non-participants, which may contribute to increased coffee quality.</p> </div> <div data-bbox="1076 1108 1482 1295">  <p><b>Training and Capacity Building</b> More C.A.F.E. Practices farmers took part in training and many reported that they changed farm management techniques as a result.</p> </div>

These survey findings help to highlight areas where the C.A.F.E. Practices program is having an impact and where resources may be directed to achieve greater results in the future. They also reinforce conclusions from the Guatemala field survey that such results are long-term, and it may take a longer timescale and repeated surveying before greater impacts become apparent. Going forward, the lessons learned from our survey results will inform additional studies and continued improvement of the evaluation methodology.

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

