



CARBON, CLIMATE AND COFFEE

Fair Trade Aligning with Climate Justice

Presented by: Monika Firl

CoopCoffees Director of Sustainability

For more information: www.coopcoffees.coop



“LA ROYA” HITS LATIN AMERICA HARD

When we discovered in 2013 that some of our most stable and trusted partners were suddenly losing their harvest to coffee leaf rust, or “*La Roya*” -- we knew we were facing a crisis of enormous proportions.

This was a wake up call for the International Coffee Industry at large.





SECRETS OF THE SOIL

The leaf-rust fungus was side-stepping Oscar Alonso's fields in order to attack his neighbors' -- and in the process, he was proving false every assumption mainstream research was telling us about how the leaf-rust crisis **MUST** be managed.

Oscar's soil was teeming with life and with the natural capacity to inoculate itself and the trees it supported from disease.





THE CARBON, CLIMATE AND COFFEE FUND

Investing in learning and exchange opportunities and in direct application of regenerative organic practices with our producer partners that support appropriate solutions to the devastating impact of coffee leaf rust, *La Roya*, and other climate-related diseases.





CARBON, CLIMATE AND COFFEE – STEP BY STEP



- In partnership with Taking Root, we track our CO2 emissions;
- A voluntary, averaged “carbon tax” of .03/lb is added to all our green coffees sold to coffee roaster;
- This creates a simple, internal financing mechanism to compensate for our collective carbon footprint;
- These funds are invested back to our supply chain that support “carbon farming” and best organic agricultural practices (soil regeneration, reforestation, high quality compost production, learning and application);
- This allows us sharpen our message within our coop and out to roaster clients, coffee-shop clients and the general public;
- And, this help frames our producer support work around a critical, global issues.



* APPLYING A 3.0 APPROACH TO OUR PRODUCER SUPPORT

- Worldwide, we consume 2 billion cups of coffee each day! The International Coffee Organization (ICO) estimates annual value of coffee exports at some US\$12.7 billion.
- Today, the most popular trends in coffee are in organic and fair trade markets, direct, transparency and improved quality.
- That's a lot of product, and that's a lot of people potentially engaging in a "coffee revolution" – affecting change across the entire supply chain.
- However, we need a strengthened "Local Sustainable Coffee Society" – 3.0 style * (unfortunately, this is exactly the opposite of what we currently see happening within the broader coffee industry and research institutions).

1) Prioritizing intensive, regenerative organic practices.

2) Putting coffee producer front and center in the environmental and economic development discussions.

3) Decentralizing the financial gatekeepers for research funding and investments in the field.

4) Empowering consumer engagement and direct action.

