Gender (and Youth) in Coffee

Gaining Efficiencies in Supply Chains

Bonn, August 20th, 2013
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B. Challenges in View of Women in Smallholder Coffee Farming

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Tchibo – A Unique Business Model

Facts an figures (2012):
- 3.6 Billion € turnover
- 1.150 shops
- 23.400 shop in shops (G)
- 12.300 employees

Main markets:
- Germany, Austria, Switzerland, Eastern Europe

Main brands:
- Tchibo, Gala von Eduscho

Main row materials:
- Coffee, cotton, timber
All products and processes of the business are to be continuously improved to reach environmental, social and economic sustainability.
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B. Background information of Tchibo Mount Kenya Project (I)

Project area:

The Cooperative Society is located near Embu at Mount Kenya, approximately 140 km north-eastern from Nairobi.

- Coop members: 16,000; ~13,000 active
- Founded in 1953
- Economic activities of farmer families: coffee, tea, macadamia, horticulture and dairy farming
- 12 coffee wet mills
- Altitude: ~1,300 m up to 1,800 m
- Size of farms mainly <1 acre and between 1 - 2 acres, ~250 trees
- Densely populated area
- High percentage of basic education
- 56 active women self-help groups
- Implementing partner ECOM (SMS)
- Rainforest Alliance certification
- 4C validation
- Climate sensitizing and adaptation
Tchibo decided to undertake a promotion for Christmas 2011 (project still ongoing) to raise funds to support concrete activities to support community through women in BFCS area. This is a sponsoring activity not core business, but we learned a lot also for core business. The women decided that they want support in the following areas:

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Education  Livestock  Building material  Potable water
B. Challenges for (many) Women in Smallholder Coffee Farming

- Unprofessional / unsustainable farm management, farming often not seen as a common business of men and women
- Lack of access to (pre-)finance
- Cultural barriers, lake of network beyond close neighbourhood
- Limited access to know how
- Coffee Farming not attractive as men owe return of cash crop, limited motivation
- Low / no organisational aggregation, not / little involved in governance
- Others…

- Changing weather conditions, not only on farm e.g. potable water
- Overloaded of work on the farm, with household, children and other activities in women's responsibility
- Increasing number left on smallholder farms to take care with men working outside the farm
Position of woman in the coffee chain

TRAINING
men → women

WORK
men → women

INCOME
men
PROPERTY
men

WORK
- fieldwork: 70%
- harvest: 70%
- sorting: 75%
- incountry trading: 90%
- export: 90%

PROPERTY
- land for coffee: 90%
- coffee when harvested: 85%
- coffee when traded: 90%
- coffee companies: 90%
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C. Role, Interest and Advantages

• Welche Rolle spielt das Thema Gender für Ihr Unternehmen?

• Welches unternehmerische Interesse besteht bei Tchibo, das Thema Gender in ihren landwirtschaftlichen Lieferketten zu integrieren?

• Welche Vorteile hat / hätte eine stärkere Berücksichtigung des Themas Gender für Tchibo?
C. A Business Perspective (I):

- Key for economic sustainability (in particular) for smallholder farmers is sustainable yields and constant quality and that can only be archived if gender work hand in hand.

- Coffee farming will only stay an option, if both gender – women and men - find it attractive.

- Stronger communities hopefully result in stronger / more resilient business partners.

- In many cultures women carry most of the workload, share and spread knowledge, are drivers of development, pick up quickly and think generally long term (children's welfare).

...
C. A Business Perspective (II):

- Investment into supply chains might not be efficient; we see disappointing performance, continuous intervention needed
- We might not reach our targets
- Limited access to youth (children are mainly women's responsibility)
- We might miss out positive female skills (share knowledge, solidarity, picking up quickly)
- Potential to further quality improvement (?)

Lot of evidence, but no credible business case in place, yet
C. Strategy/Success/Challenges

· Welchen Ansatz / welche Strategie verfolgen Sie um Gender in Ihrem Unternehmen umzusetzen?

· Welche Strategie verfolgt Tchibo um Gender in Ihren Zulieferketten insbesondere Kaffee vom Produzenten bis zum Händler umzusetzen?

· Welche Erfolge / Wirkungen haben Sie bereits erzielt?

· Vor welchen Herausforderungen steht das Thema Gender im Kontext Landwirtschaft / Ländliche Entwicklung im Generellen aus Ihrer Sicht?

· Vor welchen Herausforderungen stehen Sie bei der Umsetzung als Unternehmen?
C. A Business Perspective:

✓ „Mount Kenya“ is outside core business and not scalable
✓ We improved our understanding of the role of women in East Africa in coffee
✓ We started to sensitize the coffee sector and support scalable solutions
✓ We seek to coordinate coffee sector efforts
  o We still need to prove the business case to reach out to relevant stakeholders
  o We need to test and improve existing modules
  o Participation beyond farm gate not yet addressed
  o We need to share experience in the sector
  o We need to develop local networks and engage local, national stakeholders
  o We need to finally developed (a) tool(s) out of what will have proven to work on farm level
  o As a training tool integrated in mainstream activities we will be able to reach scale
  o We - as a company - need to integrate the tool(s) into our company concept to reach responsible supply chains: Tchibo Joint Forces!

  o Supply chain has a role but national stakeholders, development aid has to pick up and deepen efforts and work on more enabling framework conditions (ownership of land, heritage, access to finance, …)
B) Analysis Result: Three Roads Towards a Sustainable Coffee Sector

**Bottom up**
Field level interventions together with supply chain partners, standards and other partners to train farmers

- **Integrate tool(s) in Tchibo Joint Forces!**
- **Implement, use existing structures**

**Top down**
Supporting an enabling national environment beyond field level by involving national governments together with other sector stakeholders

- **Combined efforts with development agencies and governments, local networks**

**Horizontal**
Cooperating with all sector stakeholders to make better use of and better what we have, develop what is missing

- **Business case development**
- **Gender as topic in 4C platform, SCP powered by IDH**
- **Test existing trial cases and share knowledge in the sector**
- **Coordinate sector activities, e.g. DEG Tanzania, Hivos, ...**
- **Develop (a) tools for scale**
- **Role of standards?**
Thank you very much for your attention!

For more information about Tchibo and sustainability go to: www.tchibo-sustainability.com