

# LEVERAGING CAPABILITIES TO MEET SUPPLY CHAIN RISKS

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Coffee Quality Institute®

# CQI MISSION



**To work internationally to improve the quality of coffee and the lives of the people that produce it.**

**We achieve our mission through programs that:**

**Foster a global  
language of coffee  
quality & value**

**Enhance producer  
livelihoods &  
industry  
competitiveness**

**Collaboration to  
build supply chain  
reliability**





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# PROBLEM STATEMENT

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Vibrant farming communities  
produce higher quantity and  
better quality coffee

**OPPORTUNITY STATEMENT**



# THE DATA



- ◆ Of the world's estimated 1 billion poor, 70% are women.
- ◆ Women produce half the world's food, yet own less than 2% of the world's land.
- ◆ Women work two-thirds of the world's working hours, yet earn only a tenth of its income

*Source: FAO 2010 – 2011, state of Food and Agriculture*





# THE FUTURE OF OUR BUSINESS





Multi-phase initiative together  
with industry and  
development agency partners

COL PARTNERSHIP  
FOR GENDER EQUITY





# GET INVOLVED



## Multi-stage process

### Stage 1

Research  
Literature Review  
+ Workshops

### Stage 2

Strategy  
Pilots  
Investments  
Partnerships


### Stage 3

Broad  
Implementation &  
Investment in  
Scalable Solutions

( Catalyze action  
with industry  
leaders )







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produce higher quantity and  
better quality coffee

WE LOOK FORWARD TO  
WORKING WITH YOU TO  
ACHIEVE THIS VISION.




Coffee Quality Institute®









If women had the same access to productive resources as men, they could increase yields on their farms by 20 – 30 percent. This would raise total agricultural output in developing countries by 2.5 to 4 percent, in turn reducing the number of hungry people in the world by 12 to 17 percent.

*Source: FAO 2010 – 2011, state of Food and Agriculture*