

# TWIN & TWIN TRADING

DEVELOPMENT THROUGH TRADE





# WHO WE ARE?

- Twin is a non-profit organisation which owns a trading company.
- This structure allows us to combine trade, marketing, programmes and advocacy to build market systems that create better livelihoods for farming groups growing coffee, cocoa and nuts.
- Twin is all about connecting actors along the value chain, and facilitating meaningful, global partnerships between buyers, donors and farmer cooperatives; with a shared vision of using trade to enable sustainable and vibrant farming communities to develop and prosper.



# OUR HISTORY

Toward 2030

## The early '90s

We begin our pioneering 'trading/producer partnership programme model

**1989** *International Coffee Agreement ends. Prices plummet, farmers in crisis.*

## The '80s

We import rocking chairs & cigars in solidarity with coops in Cuba & Nicaragua

**1985** Twin founded as 'Third World Information Network'

## The Early Days

*Coops tell us they need trading & links to market, as well as information & advocacy*

**1991** We launch **Cafedirect** – with coffee on credit from farmer coops in Mexico, Peru & Costa Rica. Farmers are owners of the UK's 1<sup>st</sup> Fair Trade coffee company

**1998** We launch **Divine Chocolate** with Kuapa Kokoo farmers as owners

**2007** We launch **Liberation** with nut farmers as owners from Latin America, Africa and Asia

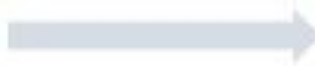
**2001** We import the first Fairtrade bananas to the UK with **AgroFair**

**Today** *Our trading & producer partnership programme are impacting 300,000 farming families in over 40 coops*

# UNIQUELY PLACED TO WORK ACROSS THE ENTIRE VALUE CHAIN



SERVICES IN  
CONJUNCTION WITH



- ➔ Technical Assistance
- ➔ Producer support and development
- ➔ Long-term partnerships and circular value chain relationships
- ➔ An assurance of supply and benefits from investments in the long-term availability of high quality coffees

- ➔ Market Access and Information
- ➔ Trade and logistics
- ➔ Well developed network (over 30 years of producer partners)
- ➔ Range of quality coffees from up and coming as well as better established cooperatives

# HOW WE WORK



# OUR APPROACH: WORKING THROUGH PRODUCER ORGANISATIONS





# WHAT SUCCESS LOOKS LIKE FOR US

## TWIN'S ROUTE TO SUSTAINABLE DEVELOPMENT



# SIX PILLAR APPROACH TO DEVELOPMENT



GENDER JUSTICE

- social & economic empowerment
- equal, meaningful representation
- gender policies & differentiated products



GOVERNANCE

- effective leadership skills
- democratic systems & processes
- accountability & farmer engagement



SUSTAINABLE AGRICULTURE

- Extension Service strengthening
- Certification Schemes
- Climate Change Resilience



QUALITY & PROCESSING

- Quality Management Systems
- processing facilities & on-farm practices
- taste, quality and safety improvements



BUSINESS MANAGEMENT

- business basics & accounting
- price risk management
- access to capital & strategic planning



MARKET ACCESS

- contract negotiation & market insights
- collaborative, long-term buyer relationships
- origin & producer profile raising



COOPERATIVE  
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PRODUCER  
PARTNERSHIP  
PROGRAMMES:



# EXPORT CAPABILITY PROGRAMME IN RWANDA AND BURUNDI



2 years 2016-2018

**Partners:** Trade Mark East Africa (TMEA) – working with NAEB, ATLAS and others.

20 coops across Rwanda and Burundi

Main focus areas:

- Increase quality through infrastructure development and training on good practices
- Improve buyers linkages to access specialty markets



# EXPORT CAPABILITY PROGRAMME IN RWANDA AND BURUNDI



There is often room for improvement - implementing global best practices can lead to increases in productivity and profitability.

Certification can lead to higher prices (and offer price protection) and is best pursued in partnership with roasters to help deliver a return on investment.

There is often a lack of skills and capacity and washing station and dry mills level leading to significant inefficiencies.

A supportive government policy that supports the coffee industry, invests in it and is well managed and delivered can make a real difference.



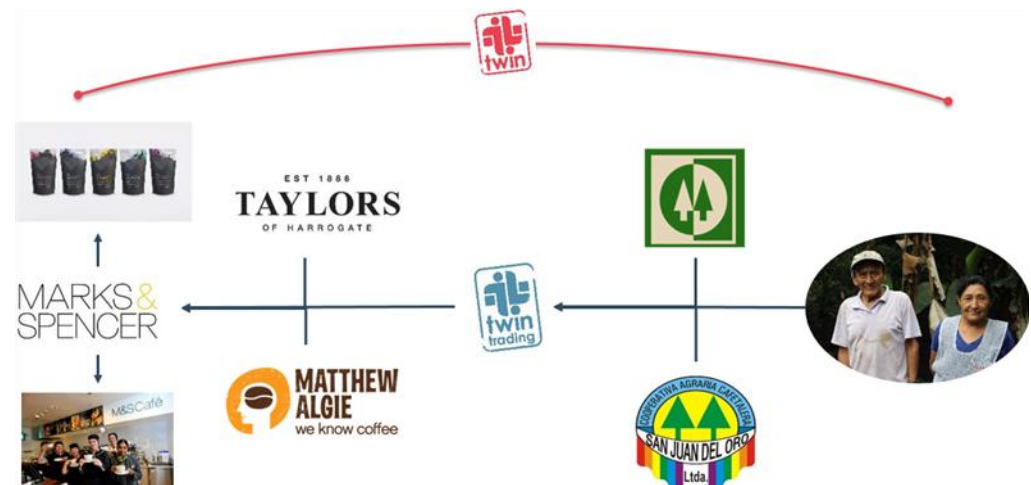
# SUSTAINABLE COFFEE PRODUCTION IN PERU: A COLLABORATIVE VALUE CHAIN PROJECT

3 year project from August 2015  
to August 2018

**UK partners:** M&S, Taylors of  
Harrogate, Matthew Algie, Twin  
Trading

**Peru partners:** Twin Trading,  
CAC Pangoa, San Juan del Oro

- Reduce climate change risks  
throughout supply chain
- Address falling incomes for  
farmers & lower availability  
for buyers
- Targeting solutions which are  
specific and relevant to  
sourcing area





# SUSTAINABLE COFFEE PRODUCTION IN PERU: A COLLABORATIVE VALUE CHAIN PROJECT

- Farmer Field Schools: design, development and roll-out of training for male and female farmers. Share practices on topics such as production and use of organic fertiliser, shade management, water management and variety renovation.
- GALS tools are used to identify the needs of women and men, address the organisational structure that women can access technical inputs and training, skills training is offered and small revolving funds for investment are available.
- Youth engagement –training programmes cover coffee management through the supply chain and alternative skills development such as barista training. A start-up fund is available and encourages entrepreneurship.



## SUSTAINABLE COFFEE PRODUCTION IN PERU: LESSONS LEARNED SO FAR

- The programme has reached 550 farmers directly and having a secondary positive impact on the lives of 1,667 members of the communities.
- Youth engagement – both coops have seen increases in youth membership, and youth have been engaged in trainings. There is still work to do to encourage the older leadership of the coops to embrace youth involvement in decision making.
- Sustainable agriculture – there have been impressive results in improvements in yields and in reduction of Roya. The final impact survey and environmental assessment will show if improvements have been made across all coop member farms.
- Both cooperatives (in very different regions) valued the opportunity to be engaged in a joint project, which included exchange visits to other regions to learn about best

# SUSTAINABLE COFFEE PRODUCTION: WHY COLLABORATION WORKS



- We have seen from our work in Rwanda, Burundi and Peru and beyond that working in collaboration with organisations in both the private sector and with local governments is an excellent way to make impactful change.
- Twin has created mutually beneficial relationships with brands like M&S and coffee roasters like Matthew Algie who want to strengthen their supply chain in a time that coffee producers are facing challenges in climate change and social injustice.
- Collaboration with external partners enable us to fund projects in Africa and Latin America that eventually allow producers to run independent and sustainable businesses.
- We enable coffee brands that want to distinguish themselves in a competitive marketplace to tell a story and disrupt the sector. Brands that are socially responsible can help raise issues facing coffee producers to the consumer