



Coffee Diversification: The Way Forward

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What can we do to support coffee diversification?

- Understand what markets want and expect in promoting sustainable coffee diversification
- Grasp the complexity of agronomic, physical, economic, spatial and social system interactions
- Take emerging standards (SPS etc) into account. The bar will continue to rise with respect to
 - standards of all types,
 - expectations of volume and consistency,
 - the need for farmers to fit seamlessly into supply chains.
- Diversification initiatives should involve all stakeholders in the value chain, not just producers
- Enhance the ability of producers to engage in the process through capacity building

What can we do to support coffee diversification (contd)?

- R&D is required to support and guide public and private policy interventions to improve coffee production and the access of small-scale coffee growers in high value agricultural (HVA) markets.
- Be entrepreneurial: help small-scale coffee farmers be productive, competitive, and sustainable through alliances/clusters/groups
- Encourage public and private investment in both 'hard' and 'soft' infrastructure. Reduce risks farmers face in diversifying (e.g. finance)
- Greater understanding of value chains, market opportunities and emerging issues fed into PRSPs/PERs with implications for public sector investment choices i.e. no longer just production focussed

Next steps

- Select one or two areas for DECCA pilot diversification programmes on the basis of stakeholder commitment and type of coffee growing area
- Identify and secure funding for these areas.
 - The CFC is prepared to support properly planned pilots
 - Funding sources might include governments, donors, NGOs and the private sector
- Within the selected area identify a champion, establish a national and area forum
 - Identify sustainable diversification alternatives
 - Pilot results should be considered in national and regional contexts
- Refine the DECCA project design as part of an ongoing process

Next steps (contd).....

- Diversification is a long term process – no quick fixes
- Successful diversification requires the coordinated involvement of key stakeholders:
 - The government/agency – with a championing role
 - The private sector including producers
 - NGOs and donors
- Therefore we welcome your views and experiences
 - on the Main Report (Vol 1) and the Case Studies (Vol 2) and
 - when preparing pilot projects

Thank you for
your attention!

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