



THE SUSTAINABILITY OF HARVESTING STRATEGIES

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OBJECTIVES OF HARVESTING

- Collect all ripe cherries (maximize quality)
- With as few unripe and over-ripe cherries as possible
- At a competitive cost
- Without damage to coffee trees (ensure future production)



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SITUATION TODAY

- Percentage of unripe cherries growing markedly
- Labor factors
 - availability falling
 - costs growing faster than inflation and coffee prices
- Need to sort out cherries after harvesting
 - manually
 - mechanically
- Cherries with different degrees of ripeness
 - mostly processed together
 - quality losses

**POOR SELECTIVE HARVESTING BECOMING STANDARD
(5 TO 15% UNRIPE CHERRIES)**

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HARVESTING SYSTEMS I



Selective



Stripping



Mechanical



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HARVESTING SYSTEMS II

- Selective (ripe only)
 - washed Arabica
 - some Robusta

- Stripping (some or all coffee in branch)
 - natural Arabicas
 - most Robustas

- Mechanical
 - some Arabicas in Brazil
 - other countries experimenting



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HARVESTING SYSTEMS III



ITEM	SELECTIVE	STRIPPING	MECHANICAL
SELECTIVITY	High (Many picking rounds)	Low to high (1,2 or 3 picking rounds)	Low to intermediate (1, 2 or 3 picking rounds)
LABOR REQUIREMENTS	High	Intermediate	Low
COST	Highest	Intermediate to low	Lowest

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HOW TO HARVEST MORE VOLUME (V) WITH LOWER COSTS: FEASIBLE OPTIONS

1. Selective harvesting..... V
2. Manual stripping..... 3 a 5 V
3. Stripping with hand held harvester..... 20 V
4. Stripping with self propelled harvester..... 500 V

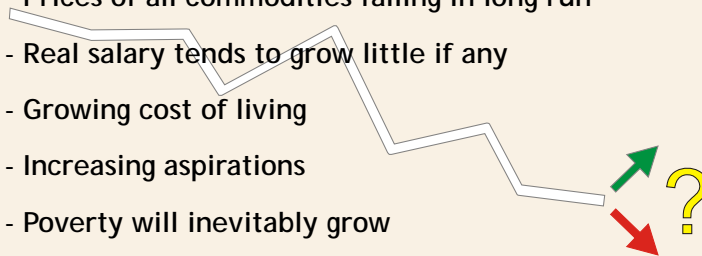


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PICKERS' PERSPECTIVE UNDER SELECTIVE HARVESTING

- Limited to picking a given weight of coffee per day
- Prices of all commodities falling in long run
- Real salary tends to grow little if any
- Growing cost of living
- Increasing aspirations
- Poverty will inevitably grow



IS THIS SUSTAINABLE?

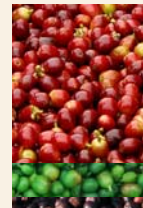
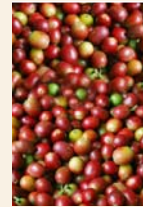
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SOLUTION

- Shift to more efficient harvesting systems
- Pick cherries with different degrees of ripeness
- New generation of wet mills
 - sort mechanically
 - process separately
- Different qualities
- Different uses
- There are markets for cherries that are not fully ripe



ENABLE SUSTAINABILITY OF PICKERS
(WHO STAY)

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BREAKING PARADIGMS: MYTHS AND TRUTHS

Myth 1. Production of high quality coffee requires selective picking (of ripe cherries only)

Truth: High quality coffee comes from 100% ripe cherries (picked by any system, manual or mechanical)

Myth 2. Labor intensive coffee growing (picking) grants social and economic sustainability

Truth: Romantic approach: selective hand picking may condemn labor to poverty

Myth 3. There are no markets for coffees coming from semi-ripe and unripe cherries

Truth: There are already markets and others can be developed

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SIDE EFFECTS AND EXPECTED NEEDS

- Need to grow more coffee to satisfy quality market
- Need to create markets for lower quality coffees
- Need to create jobs for displaced pickers
- Avoid migration to capital cities and regional centers

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NEED TO GROW MORE COFFEE TO SATISFY QUALITY MARKET

- Less high quality coffee available
- New markets developed
- More coffee to be planted
- Stronger coffee business



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NEED TO CREATE MARKETS FOR LOWER QUALITY COFFEES

- Soluble
- Consumption in producing countries
- New products
 - RTD
 - others



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NEED TO CREATE JOBS FOR DISPLACED PICKERS

- Jobs in rural communities and towns
- Develop skills to increase income



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AVOID MIGRATION TO CAPITAL CITIES AND REGIONAL CENTERS

- Poor in coffee fields – risk of social unrest and manipulation
- Poor in periphery of cities – risk of drugs and violence
- Pickers and ex-pickers as citizens in rural communities – develop countryside

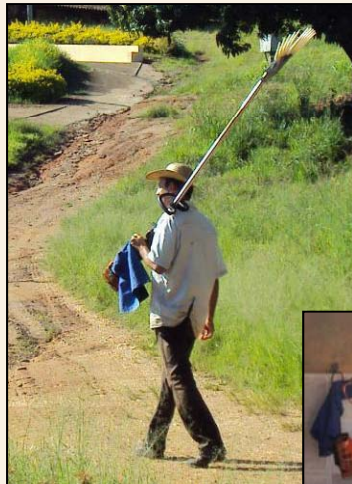


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TENDENCY OR PROPHECY

CHANGE MUST BE MANAGED
OR
MARKET FORCES MAY CAUSE
SOCIAL DAMAGE



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COFFEE WORLD MUST UNDERSTAND PROCESS TO MANAGE IT



- Who?
 - workers
 - growers
 - traders
 - industry
 - **institutions**
 - **government**
- How?
 - know technologies available
 - face and destroy paradigms
 - pave way for change
 - create jobs and develop markets
- When?
 - as need develops
 - different in each country
 - but... it will come... and earlier than expected








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COUNTER CHALLENGES BEING FACED BY MOST COFFEE PRODUCING COUNTRIES

- Youth unemployment
- Lack of "sense of" service towards the community
- No "culture of work"
- Younger generations fleeing countryside to work in cities
- Growth of poverty in urban areas
 - underemployment
 - slums
 - social unrest
 - violence

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REENGINEERING COFFEE COMMUNITIES

- Labor empowering initiatives
- Employment outside farms
- Youth entrepreneurship
- Community service
- The power of local systems — “what works” for each place





“Half-educated, unemployed youth, with no prospect of being integrated into a better future is a prescription for disaster.”
Ismail Serageldin, World Bank

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SUMMARY AND RECOMMENDATIONS

- Manual selective harvesting may condemn labor to poverty
- Alternatives exist and must be used
 - efficient harvesting
 - modern processing
- Need to destroy paradigms
 - quality
 - social
 - markets
- More coffee to be produced
- New markets to be developed
- Labor that remains to be empowered
- Jobs / businesses to be created for labor that leaves
 - retain people in countryside
- Manage change because process is unavoidable

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THANK YOU!

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