



# Starbucks Coffee Company

## Fact Sheet: Colombia Farmer Support

July 2014

At Starbucks, coffee is the heart and soul of our company and we are committed to serving the highest quality Arabica coffee sourced in the most ethical way possible. We also know that our success is dependent on the success of coffee farmers around the world and as a result, have established a comprehensive approach to how we support their livelihoods.

This infrastructure, developed over a decade ago, comes to life for the thousands of Colombia farmers every day – across more than 10 coffee producing regions – in the following ways:

- **Sourcing Standards:** Developed with Conservation International ten years ago, **Coffee and Farmer Equity Practices (C.A.F.E.)** are a set of 200 guidelines ensuring that social, environmental and economic sourcing standards are being met while being open-sourced and implemented across our supply chains.
  - Currently there are over 25,000 farms in Colombia participating in the program and our collaboration with the FNC, exporters and suppliers has enabled us to source nearly 100% of our coffee from Colombia in this way.
- **Agronomy Support:** Our **Farmer Support Centers** located in coffee-growing regions support the awareness of and participation in Starbucks C.A.F.E. Practices with agronomists and quality experts working directly with farmers and supply chain to provide support on coffee quality and sustainability.
  - Since opening Farmer Support Center in in Manizales in 2012 our agronomists have worked closely with the FNC as well as our exporters and suppliers to ensure best practices can be brought to scale. This work includes regular participation in industry meetings as well nearly 50 sustainability or agronomy trainings per year.
  - In 2013 Starbucks announced a public-private partnership with the U.S. Agency for International Development (USAID) to increase Colombian coffee yields and enhance economic opportunities for Colombian farmers. The agreement will provide technical assistance and training to Colombian farmers and significantly expand our farmer support efforts. USAID is matching our \$1.5 million budget for a total of \$3M over three years to support Colombian farmers. At least 25,000 farmers will be reached through this partnership.
  - Recently, in collaboration with the Grameen Foundation and Coocafisa Cooperative we have established a project called "Cafeteros Conectados". This initiative will help to connect 1,300 smallholder coffee producers, through technology and a model of Community Knowledge Workers (CKW), more efficiently to the organizations that serve and source from these producers. These community leaders (CKW) will help train their fellow farmers using tablets with the agronomy tools from C.A.F.E. Practices provided by the Farmer Support Center in Colombia.
- **Community Engagement:** In order for our customers to have a high quality coffee experience we must care for, and honor, all of the people whose **livelihoods** are dependent on this vital commodity. From individual farmers to entire communities, we cultivate long-term relationships that support the future of specialty coffee.
  - Over 5MM has been distributed to improve housing, wet-mills and patios for farmers in collaboration with Volcafe, the Dutch government and the UN office for migration (IOM) as well as others.

### For More Information

If you have questions or need more information, you may visit: [www.news.starbucks.com](http://www.news.starbucks.com). For news media, please contact [press@starbucks.com](mailto:press@starbucks.com)