



JOY
TO
GO

SELECTA COFFEE FUND

April 2023

The Selecta Coffee Fund (SCF) contributes to the sustainability initiatives across our value chain, focusing on improving the livelihoods of coffee farmers, fostering social equity in the local communities, and maintaining thriving ecosystems.

We are directly linked to the success of the communities who produce our coffee and the land on which it grows. Therefore, we collaborate with partners in our coffee value chain and countries of origin to source our coffee responsibly and set long-term relations with the coffee farmers, their families, and their communities.

Through the Selecta Coffee Fund, Selecta invests in community programs to train farmers in sustainable farming practices, improve farmers' livelihoods, protect the environment, improve coffee quality and yield, build climate resilience, and tackle social challenges. Every bag of Pelican Rouge coffee contributes to the Selecta Coffee Fund and its projects.



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SELECTA COFFEE FUND

IMPACT AREAS

The Selecta Coffee Fund programs address environmental and social elements influencing coffee yield and quality, farmer income, biodiversity, nature preservation, climate adaptation, and mitigation. We provide farmers with opportunities to develop professionally and have the ability and resources to live on the income of their production. To achieve this sustainably, we stimulate thriving conditions for entrepreneurship and community development.

The main impact areas covered in our programs are:



All impact areas are **highly interlinked**. The Selecta Coffee Fund embraces social, economic, and environmental areas of impact in the implementation of projects. From safeguarding human rights and woman empowerment to protecting and maintaining thriving natural ecosystems. The Fund uses regenerative agriculture and agroforestry projects to protect and restore natural resources and biodiversity. To us, healthy soils maintain healthy coffee trees, yield, and quality for the long term. Good farming conditions, improved farm management practices, training, and farm diversification strategies create a better income for a farmer in the long term.

We run our programs in close **collaboration with partners** in our supply chain, local agronomists, governments, civil society organizations, and other subject matter experts. In this way, we are bundling on the knowledge of experts to maximize our impact.

LONG-TERM COMMITMENT

We aim to run our farm-level programs for five years or longer to ensure impact and sustainable benefits for all actors involved. Many of the activities require years to generate the targeted results. Close monitoring and continued support are essential to secure long-term benefits. The impact of nurseries, growing shade trees, farmer training, and woman empowerment programs are only seen over the long-term

Our target is to support directly at least 2.500 and indirectly 15.000 farmer families by 2025 through investing in farm level programs and building long-term partnerships in our coffee supply chain.

We currently have programs running in Burundi, Rwanda, Honduras, Colombia, and Vietnam. We expect to launch more projects in our main countries of origin. By expanding, we aim to increase our positive impact and the percentage of Pelican Rouge coffee sourced directly from our Coffee Fund programs.



“ We are committed to implementing Selecta Coffee Fund programs that address the most critical issues of the coffee farmers in our primary sourcing locations. ”

*Marissa Célette,
Chief Strategy & Sustainability Officer*



Burundi

Coffee is the primary export product of Burundi — a relatively small African country located in the Eastern-central part of the continent. The climate conditions are favorable and the country is well-known for its excellent coffee quality. However, coffee smallholders face challenges with low production, old coffee trees, and fluctuating yields. As the main export product, coffee plays an important role in the Burundian economy. It is the main industry and export product of the country and provides important income for the roughly 600,000 families (about 40% of the population) who grow it¹.

¹ *International Alert Report, Published in 2017.*

THE BURUNDI PROJECT OVERVIEW

Through the Selecta Coffee Fund, we partner with Supremo, Rainforest Alliance, and SUCCAM – a local green coffee exporter - in the Mumirwa region in Burundi. The program in Burundi builds upon a network of certified farmers and takes the next step – beyond certification – to improve farmers’ livelihoods. Before the program started, we conducted a local impact assessment in 2020 to gain more insight into the local context and select the most impactful interventions.

The design of the program's focus areas supports our ambition of reaching a living income for coffee farmers by increasing the quantity and quality of coffee yield and diversification of income. The project also strengthens women's social and economic position while rehabilitating community water sources.

Therefore, the result areas of this project are as follows:

**COFFEE PLANT
REJUVENATION AND
DIVERSIFICATION OF PLOTS**

**IMPLEMENTATION
OF GOOD AGRICULTURAL
PRACTICES (GAP)**

**WOMEN
EMPOWERMENT**

**ACCESS
TO WATER**



ACHIEVEMENTS & CHALLENGES

We jointly set targets and designed the implementation of this program based upon the results of the 2020 Local Impact Assessment, which shed light on risks and priorities in the coffee supply chain in Burundi.

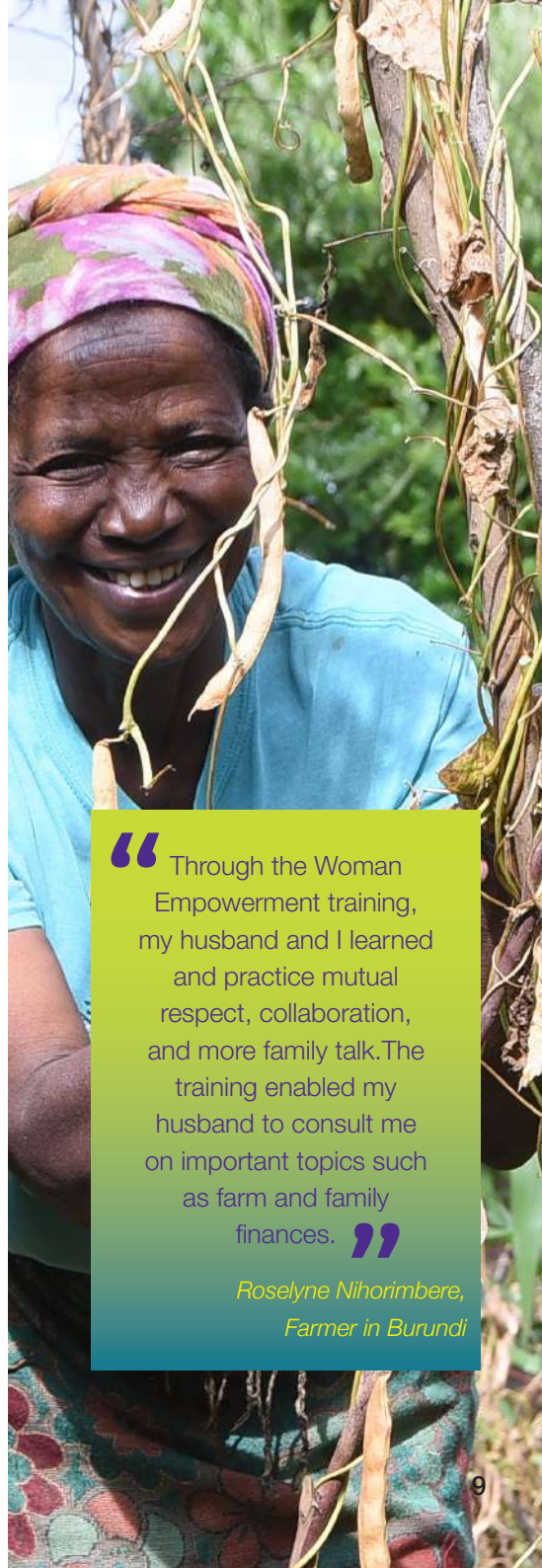
COFFEE PLANT REJUVENATION AND DIVERSIFICATION OF PLOTS:

We have constructed six nursery beds in the Mumirwa region. Coffee is generally an annual crop and there is a season ranging for several months in which coffee cherry ripens can be harvested. Due to weather conditions and rain patterns, there are off cycle year which led to quick ripening of early flowers. This resulted in less berries and hence, less coffee. Therefore, the coffee rejuvenation program plays an essential role in coffee production during off and on cycle years and aims to increase the current average coffee yield of the program beneficiaries (2kg of coffee per tree). Due to the scarcity of coffee seeds in Burundi in 2021 and 2022, the program has started refilling the nurseries with other seeds (fruit & vegetables mostly such as lemon, mandarin, and onions) to diversify farms and enable access to an additional income as well as to use for household consumption.

WOMEN EMPOWERMENT:

ZOA International completed the Gender Assessment in the region and developed a plan of action in April 2022. The plan consists of Gender Empowerment Trainings for female and male farmers, setting Village Savings and Loan Associations (VSLAs) in nine collines of the region to create a safety net for women, and creating access to finance for woman who are interested in developing business opportunities.

By March 2023, the Gender Empowerment Training reached 270 households directly (1st Generation) and 2.970 indirectly (farmer-to-farmer, therefore a 2nd Generation). The plan is to reach 14. 850 people June 2023 through the farmer-to-farmer approach. In addition to that, we achieved 19 Village Savings and Loan Associations (VSLAs) by March 2023, equivalent to 480 women across nine villages.



“ Through the Woman Empowerment training, my husband and I learned and practice mutual respect, collaboration, and more family talk. The training enabled my husband to consult me on important topics such as farm and family finances. ”

*Roselyne Nihorimbere,
Farmer in Burundi*

IMPLEMENTATION OF GOOD AGRICULTURAL PRACTICES (GAP):

Training started in 2021 and by the end of 2022, we achieved our target and managed to trained 566 farmers (476 men and 90 women farmers). The Good Agricultural Practices Trainings focused on five relevant topics for farmers in Burundi: Coffee Quality Management, Sustainable Practices adapted to Climate Change, Capacity Building for Intercropping, Harvesting Methods, and Management Productive Coffee Trees (Mulching, Pruning & Composting). In 2022, we completed 16 GAP trainings and noticed farmers being specially interested in the Compost Production and Organic Fertilization training session. By March 2023, we completed 10 additional training sessions and impacted 269 leader farmers (46 women and 223 men) — reaching a total of 838 farmers trained.

ACCESS TO WATER:

We partnered with ZOA International to conduct a Global Water, Sanitation and Hygiene (WASH) field study focused on the communities around two coffee washing stations (Rusekabuye & Nyagashiha). ZOA International conducted the field study in 2021, and prioritized 20 out of 36 water sources visited. The deployment of resources started in August 2022 and with the support of the workforce of community members, we rehabilitated 31 water sources. This is equivalent to safer and cleaner drinking water provision to a total of 1.175 households (almost 6000 direct beneficiaries). Additionally, 30 community members in each village received hygiene training and placards were constructed and positioned next to each rehabilitated water source explaining best practices to maintain and protect these natural water springs.



“ Through the Good Agricultural Practices training I learned to prepare modern composting and improve mulching, pruning, and fertilization in my farm. ”

*Syldie Bandiringero,
Farmer in Burundi*

FACTS AND FIGURES THROUGH MARCH 2023



Target: 11 Constructed Nurseries
Outcome: 6 Constructed Nurseries



Target: 400 Farmers trained
Outcome: 838 Farmers trained



Target: 270 Households directly
& 2.970 Households indirectly
Outcome: 270 Households*
& 2.970 Households indirectly



Target: 20 water sources rehabilitated
Outcome: 31 water sources rehabilitated

*These farmers are directly connected to the coffee washing stations from SUCCAM – the local green exported. In addition to the farmers, the Gender Empowerment Training reached 16 Government Agronomists, 11 SUCCAM Agronomists. It does not reach 100% We have additional targets in this component s

BURUNDI TIMELINE & MILESTONES:

Local Impact Assessment

Early 2020

1st Round of funds
and partnerships
(Project A)

2020

Local Impact Assessment

2021

Implementation of interventions:

- 4 Nurseries constructed
- 328 Men Farmers trained on GAP**
- 53 Women Farmers trained on GAP**
- WASH* field study by ZOA
- Living Income Assessment
- 2nd Round of funds (Project B)

Nov 2022: Implementation of interventions:

- 6 Nurseries constructed
- 534 farmers fully trained
- Gender Assessment by ZOA (April 2022)
- Gender Empowerment Training reached 225 farmers directly (Implemented by ZOA in Sep 2022)
- Rehabilitation of 22 water sources located around two coffee washing stations (Rusekabuye & Nyagashiha)

2022

March 2023: Implementation of interventions (Accumulative):

- 6 Nurseries constructed
- 838 farmers fully trained on GAP**
- Gender Empowerment Training (Farmer-to-Farmer): 2.970 Households indirectly
- Set up of 19 Village Savings and Loan Associations (VSLAs)
- Rehabilitation of 31 water sources

2023

* WASH refers to the Global Water, Sanitation and Hygiene study

** GAP refers to Good Agricultural Practices Training



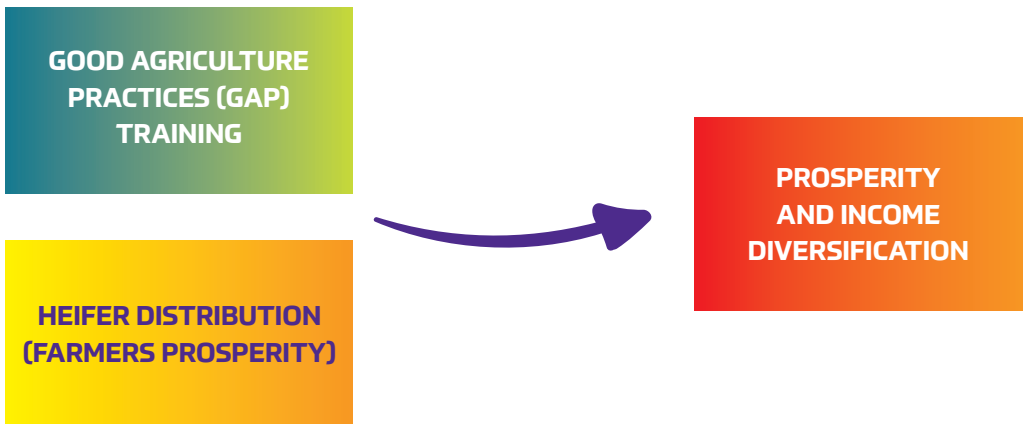
Rwanda

Rwanda is a coffee exporting country, well-known for its high-quality Arabica beans, located in Central East Africa. The largest share of the coffee is produced by over 350,000 small-holder coffee farmers, with an average farm size per farmer of fewer than 0.5 hectares (1,24 acres)². Rwanda exports over 60% of its coffee to the European Union annually, and its coffee plantations are mainly scattered on the hillside of the country. Coffee production plays a crucial role in poverty reduction through the monetization of the rural economy and job creation.

THE RWANDA PROJECT OVERVIEW

Since 2016, Selecta has been active in the Southern province of Rwanda (Nyamagabe and Huye District) to contribute to the livelihoods of coffee farmers and their families. In 2020, we focused our Rwanda Program on improving coffee productivity and household income. We worked with local knowledge partners to train farmers on Good Agriculture Practices (GAP) to increase coffee yield. Complementarily, we supported farmers through heifer distribution at the household level, which consists of donating cows to coffee farmers to increase income diversification and reduce cost of external inputs (fertilizers).

The result areas of this project are as follows:





ACHIEVEMENTS & CHALLENGES

In 2022, there was a slight increase of 2% in coffee export volume from 17,479MT in 2021 to 17,848MT. Even though there was a reduction in coffee production in 2022, resulting from factors including bad weather conditions like stormy rains in the western part of Rwanda, farmers registered profit due to the increase of coffee prices in the international market.

GOOD AGRICULTURE PRACTICES (GAP) TRAINING:

The GAP training focused on capacity building and farm management. It consists of farming practices modules (planting seedlings, mulching, weeding, pruning, pest management), cow husbandry modules, and farm financial management (business planning, bookkeeping, profitability analysis). The training contained a mix of theoretical and practical sessions. For instance, the cow husbandry module had sessions at the coffee farm and the cow shelter. The total cumulative number of trained farmers from 2021 to 2022 was 759 (32% was women). The cumulative number of training sessions from 2021 to 2022 was 31. One farmer could have been trained more than once due to annual refreshments.

From 2021 to March 2023, we had 32 training sessions and trained 785 farmers (32% of women farmers). The average number of trainees per session increased in 2022 due to easing of Covid-19 restrictions. In addition to the training, farmers are equipped with tools and equipment to support coffee farming and cow rearing. Equally important, farmers receive **refreshment trainings** in the local language in topics such as cow husbandry and farm business management. Attendance to these refresher courses was 92% in 2022 and 94% through March 2023 indicating that a total of 302 farmers joined these sessions (29% woman farmers).



“ I gained more knowledge on coffee mulching and pruning. Also, I learnt how to do the bookkeeping of my farm and measure coffee farming profitability ”

*Berthilde Niyongira,
Farmer in Rwanda*

HEIFER DISTRIBUTION (FARMERS PROSPERITY):

The heifer distribution program in Rwanda increases income diversification and decreases the costs of external farming inputs such as fertilizers. Coffee-producing families consume the milk produced by the cow (76% of the production quantity) as a reliable protein source for the farmers and their families —surplus is sold in the local markets. In addition, farmers use cow manure to fertilize coffee trees to improve yield and income.

This additional source of income plays a significant role in minimizing coffee farming income fluctuation. A farmer selling milk surplus perceived an average extra annual income of 60,000 Frw (equivalent to 51 EUR) in 2021 and 102,3664 Frw (EUR 864) in 2022, an increase by 135% from 2021. Although coffee income decreased on average by 6,8% per household in 2021, a beneficiary of the Selecta Coffee Fund perceived a 10% increase in annual household income in that year.

The heifer program covered 468 beneficiaries in two districts of the Southern Province of Rwanda by the end of October in 2021 — 158 were woman beneficiaries (34%). The strong sense of community in this program is reflected in the distribution planning of the calves. The free passing of first new-born calves from farmer to farmer started in 2019. The farmer-to-farmer heifer distribution covered 48% of the new beneficiaries in 2021 and 72% equivalent to 104 beneficiaries in 2022. Since December 2020, sourcing and distribution to farmers included pregnant cows to improve the reproduction rate. By March 2023, The farmer-to-farmer heifer distribution reached 18 new beneficiaries (10 new beneficiaries were women which represents 56%). Therefore, a cumulative of farmer-to-farmer heifer distribution beneficiaries is 136.



“ During the Selecta Coffee Fund trainings, I gained knowledge on how to effectively use cow manure to improve crop productivity. Offseason, we grow beans, soybean, cassava, and sweet potatoes. So, we use this knowledge to grow other crops as well. As a result of that, the productivity of coffee has been increasing. ”

*Jean Marie,
Farmer in Rwanda*

SPECIAL HIGHLIGHTS

NEW SEEDINGS

As boundaries pushers and innovators, we started the distribution of seedlings to increase our impact. During September and October 2022, we implemented *Leucaena Leucocephala*, a crop that is commonly used for livestock foliage generation, shade generation for coffee trees, and atmospheric nitrogen fixation. In addition to that, we included *Themeda Triandra*, which is planted by farmers to generate mulching for coffee trees and *Desmodium Intortum*, a cover crop planted to generate livestock foliage and for nitrogen fixation.

COW CRUSHES

In 2022, the program funded the construction of two cow crushes made of concrete and metallic tubes. They are strongly built cages to hold or keep cows from moving. The cow crushes permit veterinarians to serve many cows at once and enables the safety of the veterinarians. The crushes served local government veterinarians and private veterinarians - during February and March 2023; 526 cows used these facilities. So far, these cow crushes have been used for vaccination (prioritizing Anthrax, Lumpy skin, Rift Valley Fever (RVF), and Brucellosis), artificial insemination, and treatment of diseases.

IN-HOUSE RESEARCH

We launched an in-house research to discover self-sufficiency opportunities and financial sustainability for our current Heifer Program in Rwanda. Exploring this topic and farmer capacity to self-organize leads to more long-term investment. Currently, coffee farmers acquire heifers via the external funding of Selecta Coffee Fund or the farmer-to-farmer distribution. We aim to build a model that spots potential opportunities for farmers to financially self-sustain the veterinarian services and maintain the good health & welfare of cows. Additionally, this in-house research aimed to investigate the level of nutrients in the cow manure and its proper application methods to consequently increase coffee yield. Therefore, it contemplates a potential multi-use cover crop that could serve two purposes: protect soil in coffee plantations and use as livestock feed to increase nutritional value of the cow manure in Rwanda.

“ It is not sometimes easy to express how enthusiastic it is, working with the Selecta Coffee Fund. What makes special Selecta is its commitment to go beyond sustainability certification schemes by working directly with coffee farmers, knowing their real challenges, and directly supporting them by impacting positively their livelihoods ”

*Benjamin Nkurunziza,
Site Operational Manager for
Selecta Coffee Fund*

FACTS AND FIGURES THROUGH MARCH 2023



Target: 500 Beneficiaries
Outcome: 492 Beneficiaries

170 women farmers (35%)



Target: 500 Farmers trained
Outcome: 785 Farmers trained*

255 women farmers (32%)



Target: 330 Beneficiaries
Outcome: 302 Farmers (92%)

AN INCREASE IN THE HOUSEHOLD ANNUAL INCOME OF FARMERS THROUGH THE HEIFER PROGRAM AND EXTERNAL FACTORS**

32 TRAINING
SESSIONS

From 2021 to March 2023

122 BENEFICIARIES RECEIVED
A HEIFER THROUGH THE
PASS ON METHOD

From 2021 to March 2023

*One farmer could have been trained more than once due to the annual refreshment trainings. New beneficiaries are: 416 farmers in total.

**Farmer income raised by 10% amidst a lower coffee yield in 2021.

RWANDA TIMELINE & MILESTONES*:

- 150 Beneficiaries of the Heifer Program
- 5 training sessions
- 150 farmers trained
- Four beneficiaries received a heifer through the pass on method

2018

Launch of the Heifer Program and GAP Training

- 85 Beneficiaries of the Heifer Program
- 3 training sessions
- 85 farmers trained

2019

Covid-19 Global breakout

- 214 Beneficiaries of the Heifer Program
- 7 training sessions
- 52 farmers trained

2020

- 330 Beneficiaries of the Heifer Program
- 17 training sessions
- 319 farmers trained
- Initiation of the annual refreshment trainings

2021

(Jan–November)

- 468 Beneficiaries of the Heifer Program
- 31 Training Sessions
- 759 Farmers received GAP training
- 98 Beneficiaries received a heifer through the pass on method
- Completed Annual Refreshment Trainings (92% attendance rate)
- 2 Community Heifer Crushes (Vaccination purposes)

2022

(Jan–March)

- 492 Beneficiaries of the Heifer Program (35% women)
- 31 Training Sessions
- 785 Farmers received GAP training (32% women)
- 136 Beneficiaries received a heifer farmer-to-farmer method
- Launched an in-house research to discover a self-sufficient financial model for the Heifer Program

2023



Honduras

Selecta partnered with Mercon to set up Five Model Farms paving the path for 123 farmers in El Paraiso, Honduras to transition to regenerative agriculture practices. The Five Model Farms showcase and promote regenerative farming practices to increase family income, climate resilience, and reduce carbon emissions (initially 15% after the regenerative system has been fully implemented) of Honduran coffee smallholders.

REGENERATIVE FARMING PRACTICES

Sustainable farming is a harm-reduction approach—a crucial first step on the path toward creating an overall better food system. On the contrary, regenerative farming is a healing-approach that focuses on healthy soil—a clear benefit of regenerative practices—that acts as a carbon pool (reservoir) and carbon sink (a mechanism that removes greenhouse gases from the atmosphere) while supporting farmers to adapt to a changing climate.

FIVE MODEL FARMS

These farms will function as ‘field experimental schools’ to locally showcase regenerative agriculture practices and to convince other farmers in the region to adopt these farming practices. Initially, we are setting up five model farms which will benefit from training on low emission farming techniques and soil conservation, support in developing inter-cropping systems and generation of bio-fertilizers. These initiatives aim to impact carbon sequestration, income through diversification, and coffee yield productions. If these model farms are successful, we expect to roll-out these practices to their 123 coffee farmer (500 hectares) peers to embrace regenerative agriculture practices through the customization of these models.

SOCIAL & ENVIRONMENTAL IMPACT ASSESSMENTS

Thank to the financial support of the partners and the grant from the Responsible Business Fund of the Dutch Government, we launched a Climate Risk Assessment & Living Income Assessment to support the development of the Regenerative Agriculture model supported by the Rainforest Alliance Regenerative (RFA) Coffee Scorecard. We are progressing in assessing the farms and expect the implementation of the Five Model Farms this year.



“ Implementing Regenerative Agriculture is a complex process at the beginning since the specific farm’s conditions must be analyzed to determine which practices to implement. This would be hard to do by the producer himself. Therefore, Selecta’s support is relevant to make the first step to regenerate ecosystems where coffee is produced in Honduras. ”

*Miguel Borjas,
Farmer in Honduras*



Colombia

We launched a program in the Huila region of Colombia in collaboration with Solidaridad, SUCDEN, BEYCO, ARCO, Rabobank, and Global Cafés. Although still in the design phase, this program in the coffee triangle of Colombia aims to onboard approximately 400 farmers from the Global Cafés Cooperative in Huila to the Selecta Coffee Fund program.

The program will focus on implementing agroforestry principles and practices, delivering improved living standards for our farmers while having an environmental impact through reduced CO2 emissions from our coffee farms. At the beginning of 2023, we carried out a pre-assessment of the farms and obtained the CO2 baseline to plan next steps. We are currently engaging with the farmers to discover the next interventions that align with our insetting approach.

Selecta aims to build long-term sourcing relationships with these farmers and establish transparency by recording coffee purchases on the BEYCO platform, a global independent coffee trading platform that brings transparency to the coffee supply chain.



ACHIEVEMENTS & CHALLENGES

We are planning a co-design session of the regenerative crop concepts with the front-running farmers managing the five models farms. The diversification of their farms is a first step towards positively influencing living income and carbon sequestration. Therefore, this is a process that involves farmers at its core. We also plan to start the first cycle of organic fertilizers being produced on site by the farmers themselves.



Vietnam

We are very excited to kick off the program in partnership with Sucafina in the Son Dien commune, Dilinh district, Lamdong Province in Vietnam. We expect to impact >450 farmers with this program. The aim of the partnership is to implement a series of regenerative agriculture practices that could create a net-positive environmental impact by improving soil health and reducing our carbon footprint.

These practices include but are not limited to: intercropping, tree planting, training, soils sampling, using organic fertilizers, and certification. Currently, we are gathering household and Carbon Footprint baseline data to further understand the potential carbon reduction and design tailored farm interventions. This means that by June 2023, we will be able to understand the potential reduction of carbon and jointly design the specific farm-interventions based upon the results of the baseline.

Selecta Coffee Fund

This brochure is published by the Selecta Group and covers the period January 2021 to March 2023.

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