

Project Title: Sustainable coffee production and support for community development in San Juan

Location: San Juan, Intibucá

- Production of about 10,000 qq green coffee per year
- Coffee produced by small and medium sized farmers
- Altitude around 1,200 m

Project Partners: German Agency for Technical Cooperation (GTZ)
Beneficio de Café Montecristo S.A. (BECAMO)
International Coffee Partners GmbH (ICP)



Project Duration: 4 Years;
from 09/2001 to 08/2004
(extended by Tchibo/GTZ/Becamo for one year: 09/2004 to 08/2005)

Project Value: EURO 1,2 mio.
of which ICP contributes 44%, other contributors are GTZ and BECAMO

Problem Description: The majority of San Juan's inhabitants make a living from coffee growing. The strictly high grown coffee has a remarkable quality potential which farmers are not able to fully appreciate due to missing quality controls, indirect selling via intermediaries and lacking business know-how. Basic social infrastructure is deficient so that the community is not yet connected to the electric grid and there is only one doctor for the inhabitants. Diseases and malnutrition occur and the drinking water system is obsolete due to an old and outdated tube system. As a consequence, the farmers of San Juan are in urgent need of assistance related to improved coffee production, commercialisation, organisational development and professional management capacity to secure long-term living and working conditions.

Project Approach: The project establishes a sustainable coffee business in San Juan and implements activities which support the development of the community. Thus, living conditions of the inhabitants are improved on a broad basis.

The project advises and trains the producers to grow and process high quality Arabica coffee in an environmentally friendly way as well as to successfully commercialise it internationally. Due to the high quality potential of the coffee, efforts are undertaken to explore this potential and market the coffee products adequately. Modern processing infrastructure is introduced and the necessary know-how regarding handling and coffee quality management transferred. Beyond this,

production and certification of sustainable coffee is implemented according to Rainforest Alliance standards. The diversification of production is supported in order to raise the incomes of small-scale farmers. People are actively supported in order to connect the entire community to the electricity grid. Micro-projects regarding health and educational assistance with a significant self contribution of the people are realized.

Emphasis is placed on the strengthening of the farmer organizational structure and the establishment of comprehensive business management capacity.

In implementing this integrated approach, the project is co-operating with the Association of San Juan, Intibucá (ADICI), a self-help organisation founded by community members. Implementation of the entire project is co-ordinated by EDE Consulting.

The project cooperates with organisations, institutions and projects active in the same area in order to establish synergies and to assure an efficient development of project activities.

Beneficiaries: Direct beneficiaries are about 200 coffee farmers and their families forming the project's core target group. Additionally, further inhabitants of the community of San Juan benefit indirectly from project work.

Project Coordination: EDE Consulting

Project Office: San Juan, Intibucá