DEAR FRIEND,

We bring you the Coffee Kids mid-year progress report at a time of uncertainty as the world struggles to comprehend, adapt to, and address the COVID-19 pandemic. One certainty, based on our ground research, is that the pandemic has exacerbated the challenges faced by young smallholder coffee farmers.

Another certainty, however, is that young farmers are benefiting from the ongoing support of coffee lovers like you. Because of your support, we have been able to adapt our programs and continue to stand by our participants. Their motivation to overcome these unprecedented times never ceases to amaze us.

We invite you to learn more about our programmatic adaptations and ongoing support of young smallholder coffee farmers in this report. You can also get to know some of our participants better, and understand how your support has positively impacted their lives.

For those amongst our Supporters Circle who I haven’t had the chance to speak to yet, this report signifies the beginning of my relationship with you as Partnership Manager for Coffee Kids. I am honored to take over the great work already established by my predecessor, Joanna Furgiuele. I am confident that my coffee background at a roasting company and volunteer experience on a smallholder coffee farm in Tanzania will serve this role well.

I look forward to getting to know you better! Until then, thank you for your ongoing support of #thefutureofcoffee!

STEPHAN KOCH
Coffee Kids Partnership Manager

ABOUT COFFEE KIDS

Coffee production in Northern Tanzania is a multi-generation legacy.

THREE-PRONGED APPROACH

Coffee Kids Rural Business Workshops help young farmers in Tanzania, Guatemala, and Honduras see themselves as entrepreneurs, develop the skills to launch their own businesses, and connect to the global coffee industry.

THREE-PRONGED APPROACH

 training
Teaching youth entrepreneurial, technical, and life skills

 mentorship
Members of coffee community providing their time and expertise to youth

 financing
Financing for youth to start productive business in their communities
COPING WITH COVID-19

The global disruption caused by COVID-19 has affected every aspect of life in 2020 for folks all over the world. Coffee producers in particular felt the shock of new governmental measures causing additional challenges in their communities, while often lacking timely and accurate information.

At Coffee Kids we felt a strong responsibility for our teams on the ground and the young coffee farmers we are working with. By leveraging community support and locally coordinating, we informed program participants about preventative measures, minimized disruptions to trainings by going virtual, and provided critical mentorship on how to keep businesses afloat.

The situations in Tanzania and Central America are considerably different. We are pleased to share with you how we worked with young farmers to address this unprecedented crisis in both regions.

TANZANIA

Government restrictions prohibiting in-person gatherings had the potential to temporarily derail our progress with participants. Additionally, youth faced slumping sales, had less income in hand, and struggled to repay their loans to the group’s revolving fund. However, our field staff kept in touch with youth digitally, providing support, guidance, and encouragement where possible. Our field staff also provided virtual trainings, as well as much needed information about COVID-19.

As Tanzanian Authorities began allowing gatherings again in June, we made sure we were back in the field immediately. We were able to have trainings back up and running in accordance to national health regulations and measures. We provided personal protective equipment, established hand-washing stations, limited gathering sizes, and adhered to social distancing regulations.

CENTRAL AMERICA

As Central America is one of the hardest hit areas of the world, there have been a number of COVID-19 related challenges. The main challenges have been: travel restrictions that impact farm management, a general apprehension of leaving home, limited access to essential services such as banks, and increased prices on agricultural necessities such as fertilizers. In response, we leveraged the innovation and imaginations of youth to use technology to connect. Using every tool imaginable from text messaging to digital conferencing and everything in between, we have been able to continue with training while also sharing COVID-19 information from official government sources. As Honduras and Guatemala are currently working on reopening plans, digital communication will remain part of the project work.

While negative impacts such as lower revenue are a challenge, we are fortunate to report that no business had to close permanently.
In Tanzania, Coffee Kids executed two phases of the program from 2016 to 2019, working with six youth groups in the Arusha and Kilimanjaro regions. In June 2019 we began a third phase, continuing with the same youth groups, but complementing the entrepreneurship training with gender and climate workshops.

In 2020, we have continued to work with those six active youth groups. They have a current combined membership of 145 young farmers, developed 129 new individual and 4 group businesses, and operate a combined savings and revolving fund of more than $13,000 USD. Through these businesses and resources, the youth are able to supplement their coffee income with diversified sources.

One example, leads us to the officially registered Nuru youth group and its 30 members from the beautiful Kilimanjaro region. In January of 2020, they received a $1,700 USD governmental loan. Within a month, they used the loan to open the "Isuki Input Shop" with the support of Coffee Kids. And they made it a success from scratch, generating $194 USD of income per month in February and March until the pandemic resulted in a drop of sales. Now the Isuki team is hoping that they can get back to normality soon, as the Tanzanian government has released some of the restrictive measures. Being in a group and having achieved so much already gives the group strength to stay positive and keep moving forward!

EDNA NASSARY, 24

Edna lives with her husband and son in Leguruki village, where they own half an acre of land for crops and livestock. As one of the most active and ardent members of Mlolosi youth group since 2017, Edna received a number of trainings in entrepreneurship and business.

In 2019, Edna started a poultry business with just four chickens (two hens, two roosters) to supplement her coffee income. Tired of having to take odd jobs to make ends meet, she used the skills she acquired at the business trainings facilitated by HRNS to launch the endeavor. As her business grew, not only was she able to stabilize her income, she was able to begin construction of a new home for her family.

Edna plans to expanding her farm operations and become a leading regional chicken supplier.

"As I attended the business trainings, I was able to properly plan and implement my business idea and make use of the mentors and service providers introduced to us."
Ana lives in Huehuetenango, which is not only known for the high rate of coffee production, but the high number of households led by women due to migration.

Committed to motivating other young farmers, promoting entrepreneurship, and improving the profitability of coffee farms for young farmers, Ana joined a youth group called Jovenes Café Ajpu (‘ahpu’). With its 16 members, Jovenes Café Ajpu formed after some of the founding members took part in training and participated in the 2018 Coffee Camp, facilitated by Coffee Kids in Guatemala.

Together, they started a group nursery business, growing and selling both ornamental plants and plants for agroforestry systems. These plants are an asset to the community because they can be intercropped with coffee or used in community reforestation projects.

Recently, the Municipality of San Antonio Huista became a client of the Jovenes Café Ajpu Nursery. The municipality will source ornamental plants for parks, street lining, and shared spaces from the youth nursery. This type of client is a key achievement for this new group and bourgeoning business.

In addition to the group business, Ana is still as committed to coffee as ever.

“COVID-19 has frustrated and paralyzed our communities completely. However, we are aware of the reality and are pushing to move forward.” — ANA BEATRIZ MENDOZA MÉRIDA, 24
CONNECTING IN THE TIME OF QUARANTINE

While we may be physically distant, if the COVID-19 pandemic has shown us anything, it’s that we’re more connected than ever! Utilizing our webinar series and digital media campaign, we have found new ways to connect and grow our devoted base of supporters.

WEBSINAR SERIES

Desiring to provide a space to bring people closer to the field at a time of distancing, we hosted a four-week webinar series titled "Innovation in Coffee Communities." We examined the core topics of our work: youth, climate, gender, farmer organizations, and family businesses in Honduras, Guatemala, and Tanzania.

Our field staff provided first hand insights, progress updates, and success stories to webinar attendees from 28 countries. The recordings are still available and we invite you to check them out!

Webinar 1
Sparking the creativity and entrepreneurial spirit of youth

Webinar 2
Exploring gender inclusion within farming families and organizations

Webinar 3
Building resiliency in the face of a changing climate

Webinar 4
Creating strong and thriving farmer organizations

WATCH WEBINAR SERIES

Coffee Kids is made possible through the support of a growing group of forward-thinking shops, individuals, companies, and foundations, who believe that coffee is more than just the best part of the day; it is a crop with the ability to change the world.

We also believe that the journey of good coffee begins far before it reaches your neighborhood cafe. It starts with young coffee farmers, often pursuing their dreams. After all, #thefutureofcoffee begins with young farmers!

DIGITAL MEDIA CAMPAIGN

Join 3-Minutes Campaign

The story of a good coffee

SUAREZ
ART COLOMBIA

Made me uncover a special love for the farm
THANK YOU for empowering #TheFutureOfCoffee