



Empower small farmers to responsibly use land in order to accelerate communities' sustainable development



20 YEARS IN THE MAKING

The model and the tools developed by Karina Santana and Etienne Desmarais, the cofounders of ECOTIERRA, and their teams, are the culmination of 20 years of experience working with Coops of smallholder farmers in Latin America.





A team of 25 professionals in 4 countries
Offices in Canada, Peru, Colombia and Ivory Coast
B-Corp certified



MANAGEMENT TEAM



Étienne Desmarais
CEO and co-founder



Karina Santana
COO and co-founder



Andres Huby
CIO



Thibaud Joubert
CSO

ADVISORY TEAM



Jorge Barrigh
Sustainability & Innovation
senior advisor



Alain-Olivier Desbois
Change Maker, Impact investor
& Coach

DIRECTORS TEAM



José Osorio
General director -
Colombia



Guillaume Nadeau
Communications Director



**Luis Salgado Ing.
Forest**
Technical Director



Andréanne Grimard
Sustainability Director

OPERATIONS TEAM



Erly Camizan
Latam sales manager



Norbil Hidalgo
Collective organization
specialist



Roxana Barra
Field coordinator



Luis Peña
Project Manager



Aristide Gone
Sustainable agriculture
coordinator



Marcela Vera
Forestry specialist



Juan Moran
IT engineer



Suzanne Ouattara
Administrator &
HR coordinator



ECOTIERRA
TRACK RECORD

Currently servicing 5 ongoing large-scale agroforestry projects for leading industry leaders

10,000 producers involved in ECOTIERRA's projects

30 million \$

Project's investment value

250 million \$

Additional commodity value generated

10 million \$

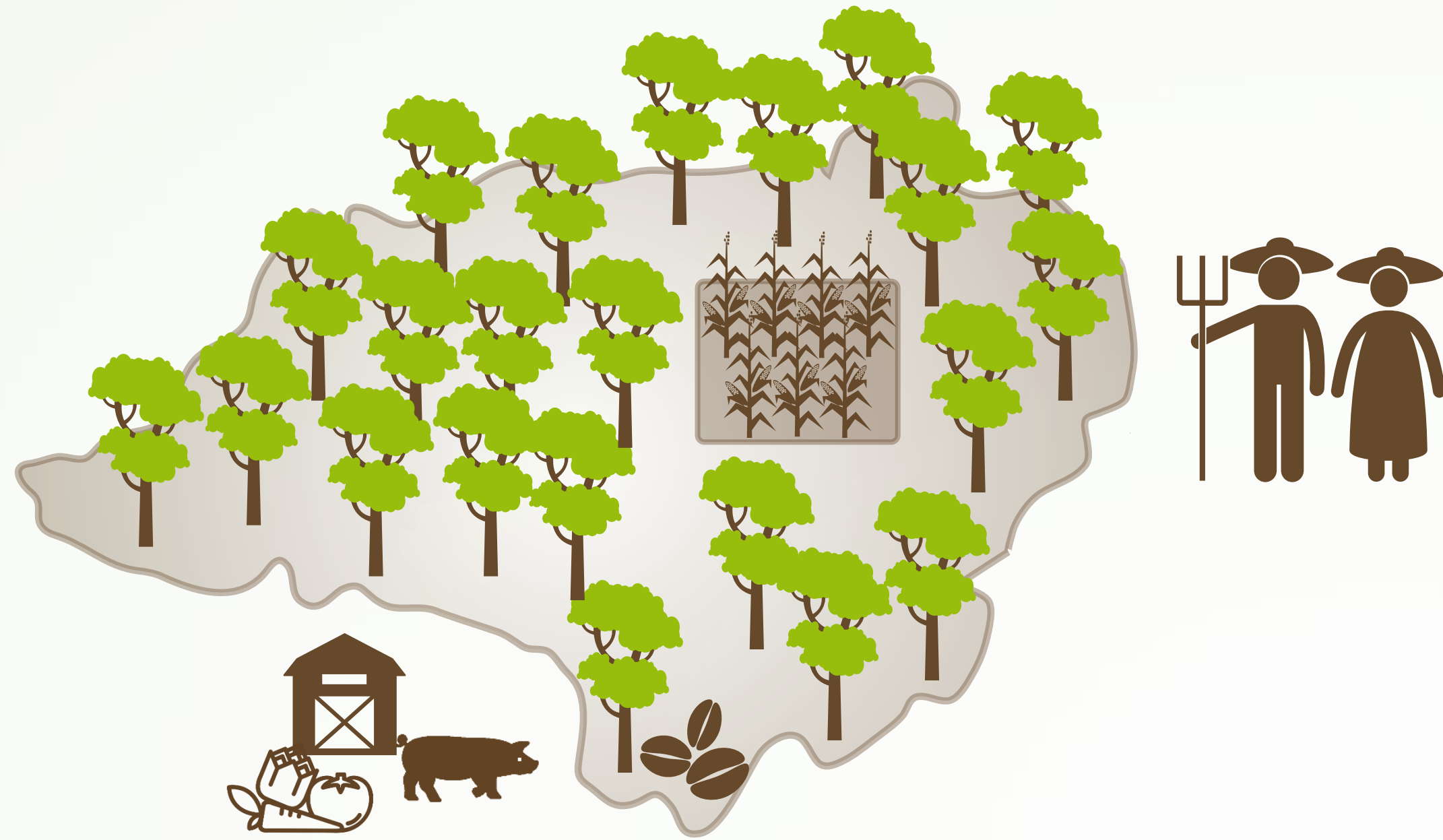
Carbon credits transferred



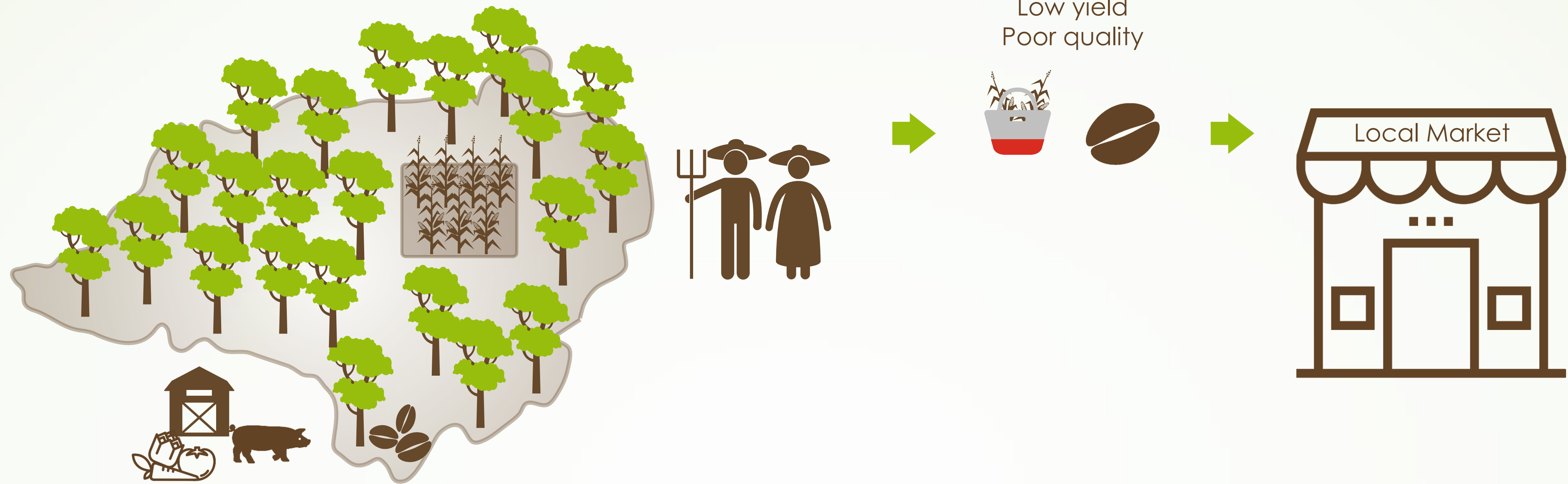
THE CHALLENGE, OUR FOCUS

Unsustainable Land Use
causing deforestation,
land degradation &
climate change

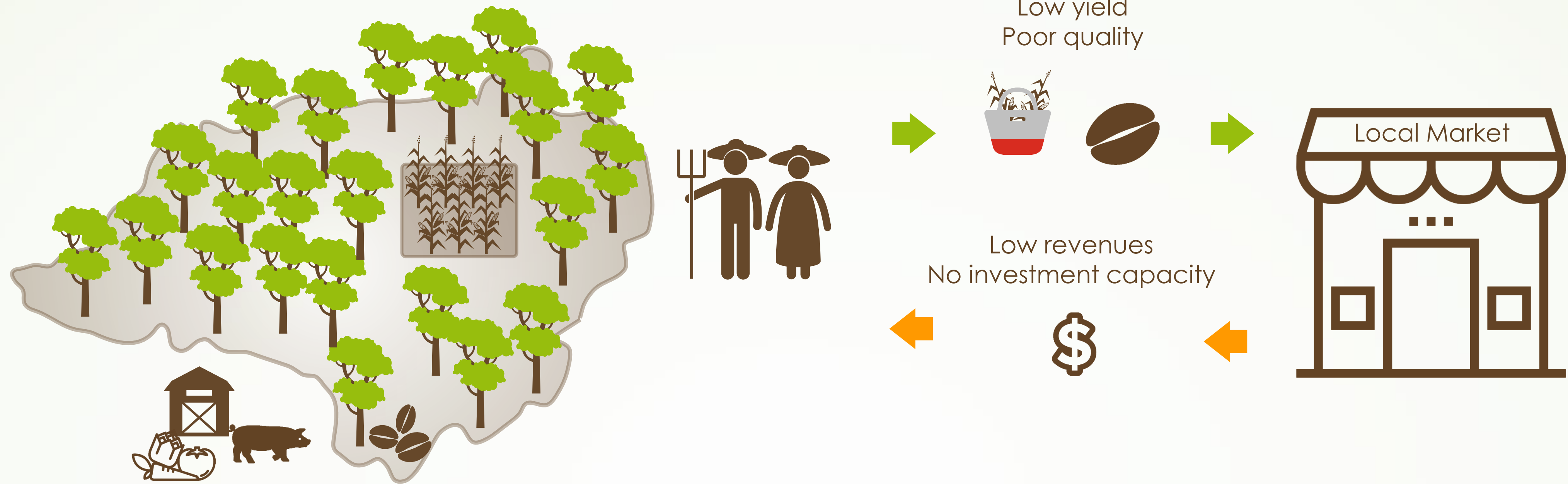
WHAT IS UNSUSTAINABLE LAND USE?



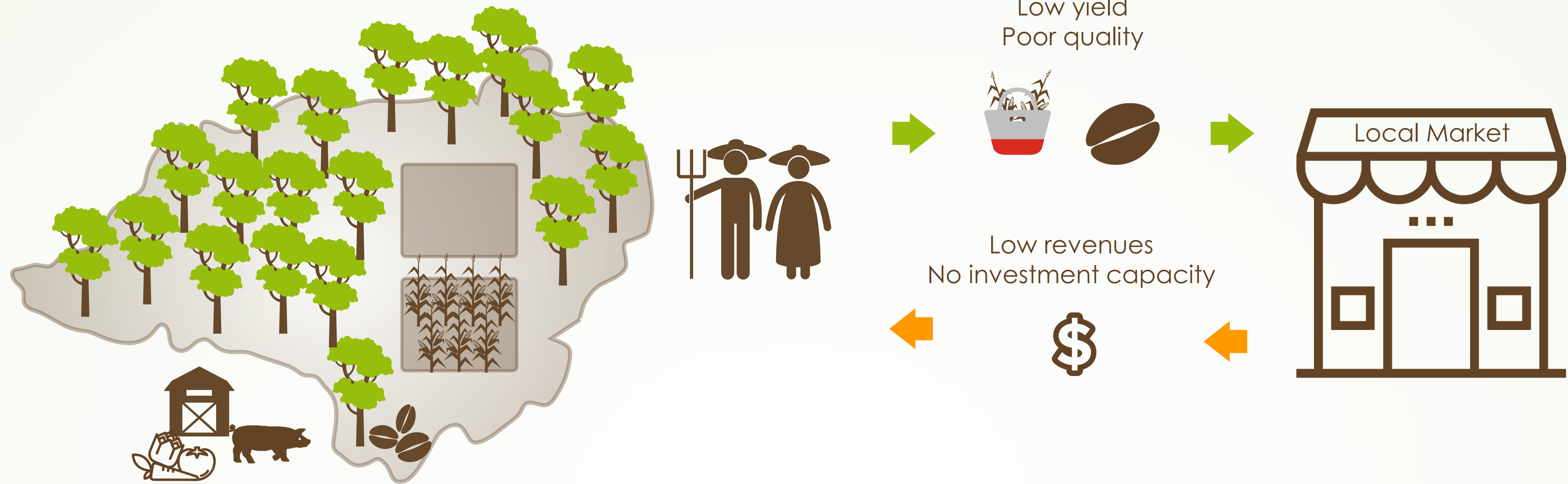
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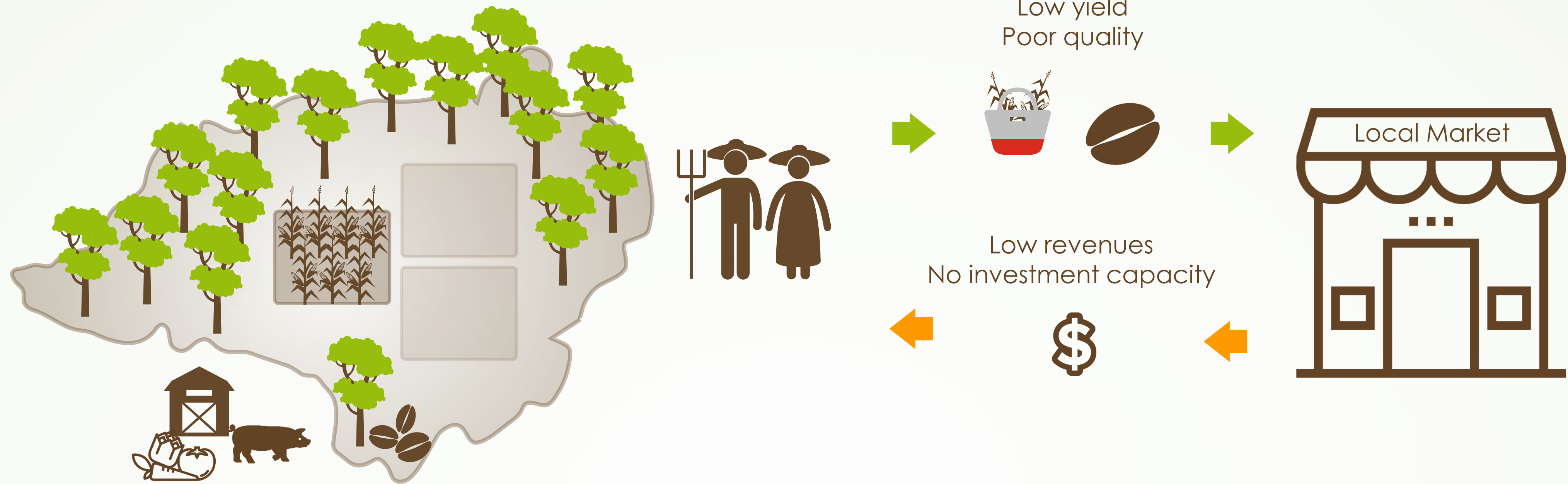
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WHAT IS UNSUSTAINABLE LAND USE ?



Multiply this by
500 million
smallholder farmers





A BIG PROBLEM...
WITH MAJOR SIDE EFFECTS

Agriculture, Forestry and Other Land Use activities accounts for nearly
30% of global GHG emissions

Each year, 12 millions hectares, equivalent to the surface of Cuba, of productive lands are degraded.

+ 2 billion hectares that have already been degraded



300%

Potential productivity
increase on actual land

Increase revenues at least
by 3 times

CANOPY

Sustainable Land Use Fund

Empower smallholder farmers to achieve sustainable development



ECOTIERRA

+

CANOPY
Sustainable Land Use Fund

SUSTAINABLE
DEVELOPMENT

+

RETURN

Social

Environment

Economic



PERU CAFÉ SELVA NORTE PROJECT

TOTAL INVESTMENT: **15.1 M\$**

PRODUCERS INVOLVED: **2000**

PROJECT AREA: **24 350 hectares**

EMISSION REDUCTION: **1.6 M tCO₂e**

- Poor forest management techniques
- Slash and burn techniques
- Illegal logging contributes to deforestation



Soil erosion &
land degradation

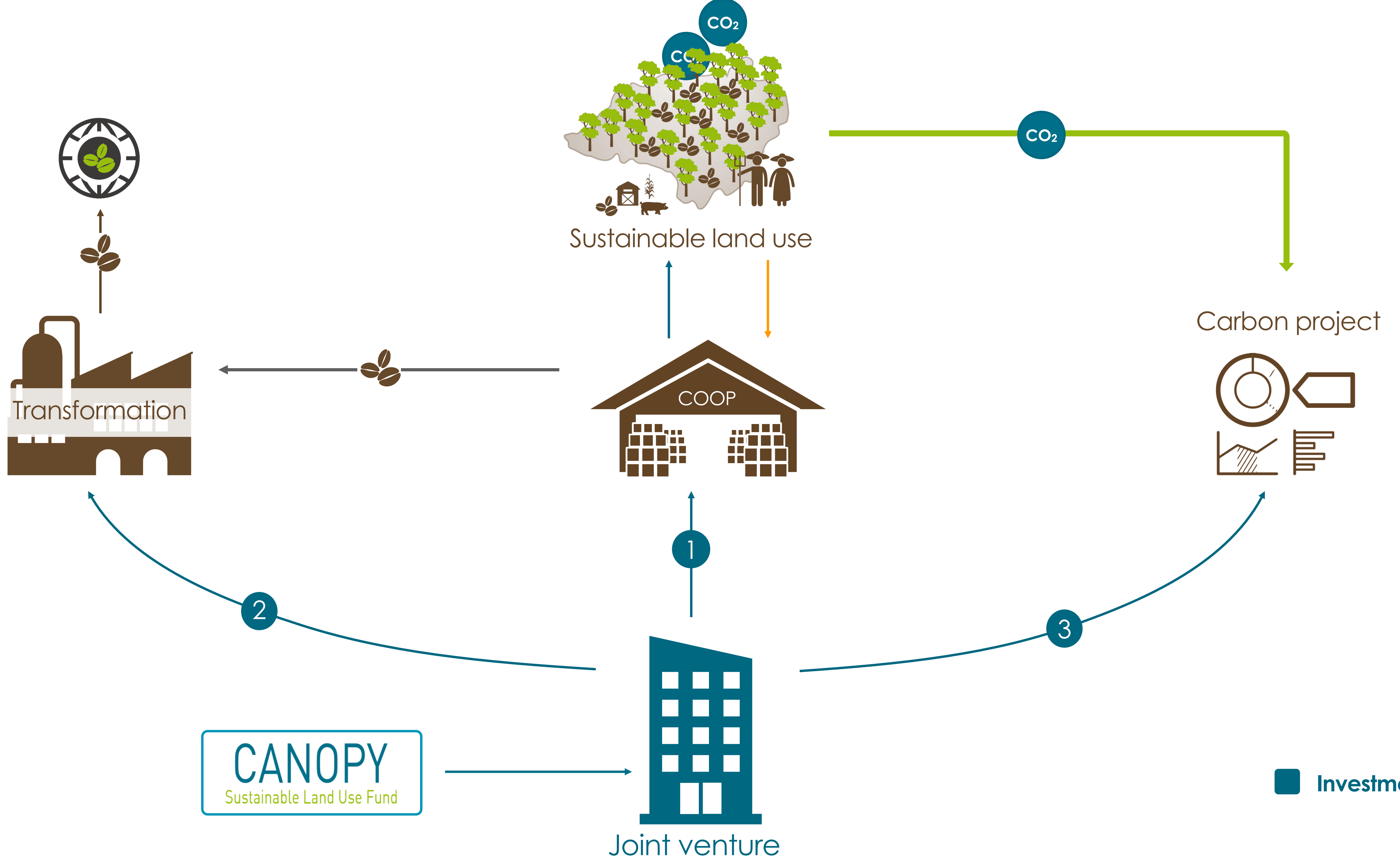


Decreasing yields & loss of
incomes for local producers

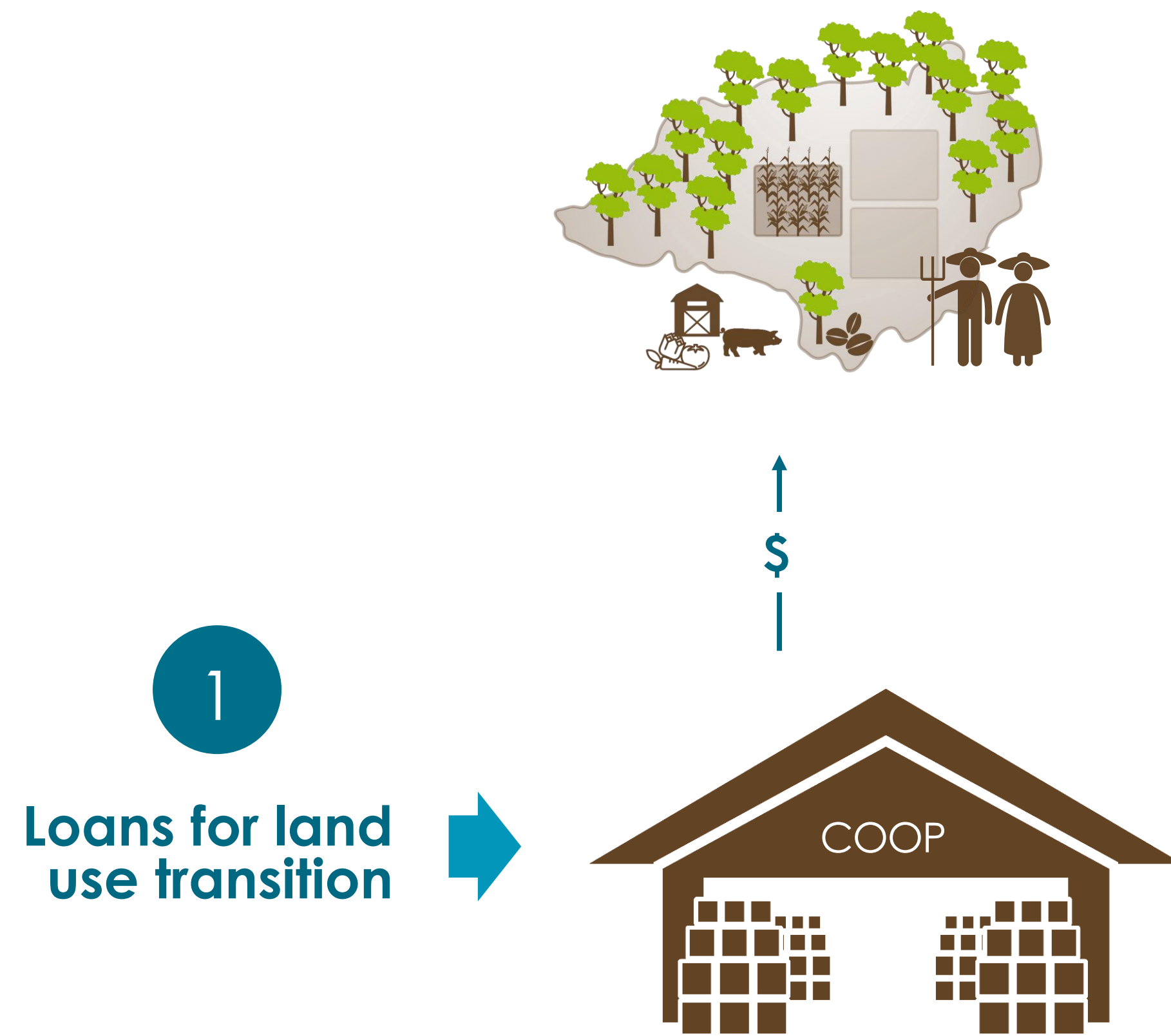
Limited access to
international markets for the
specialty coffee produced

No conversion of value of
environmental services from
sustainable shade-grown
productions.

Network of strong
cooperatives with established
business activities and
governance.
Land suitability confirmed.



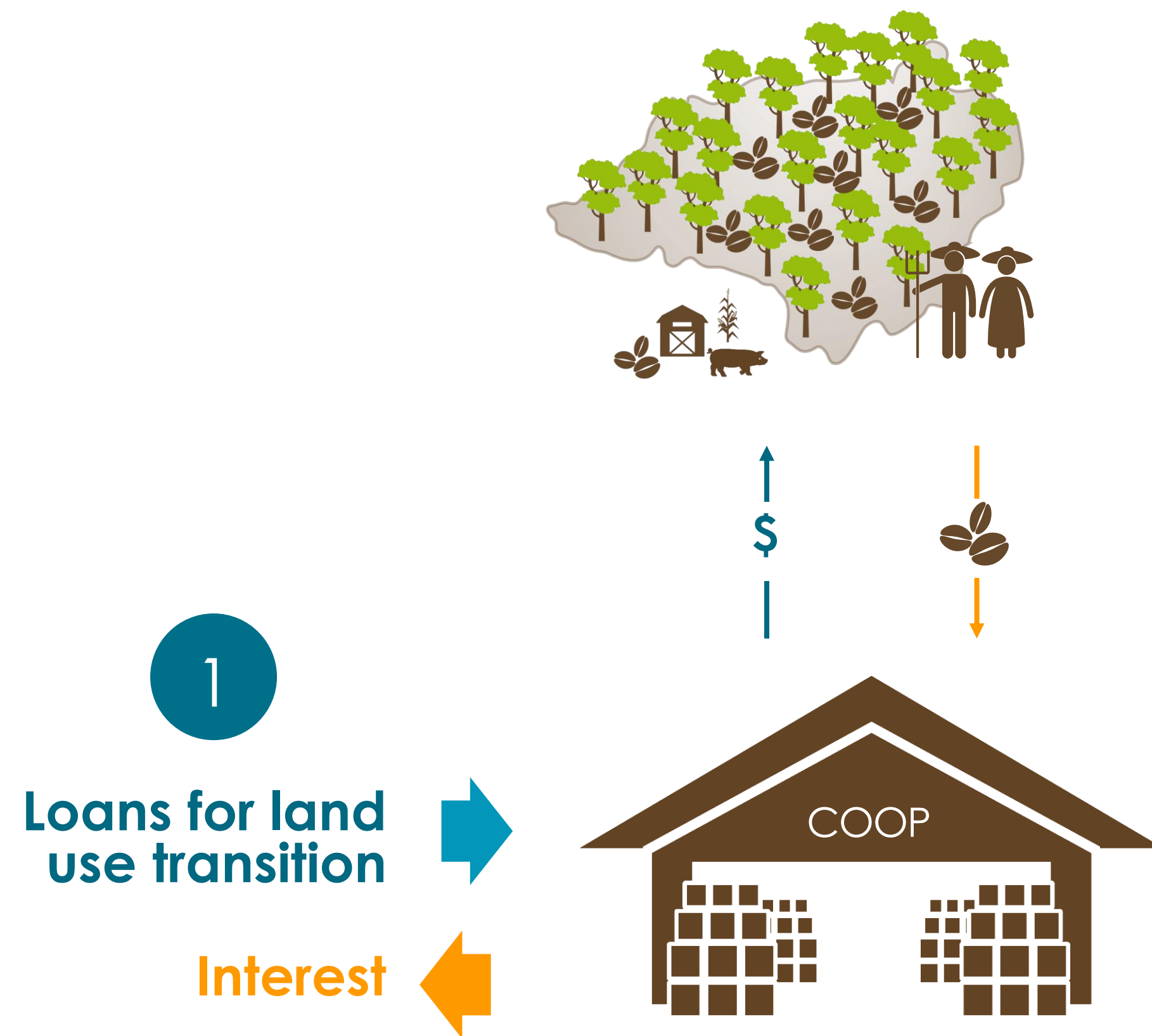
Investment



1
Loans for land
use transition

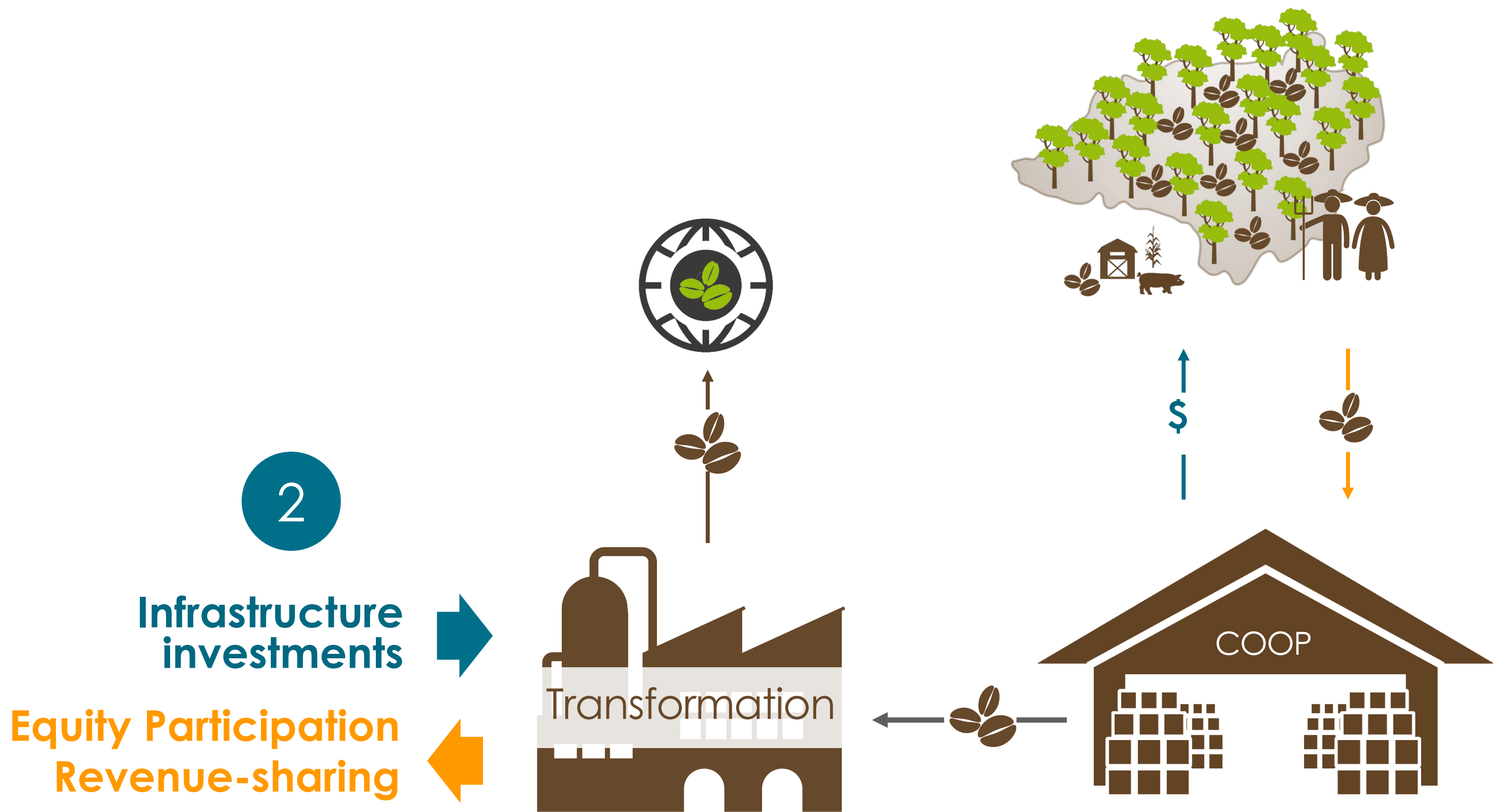
1

- Recover degraded lands with sustainably productive coffee agroforestry systems,
- Rehabilitate old fragile coffee systems increasing their productive lifespan,
- Protect remaining forest and stop slash and burn practices.



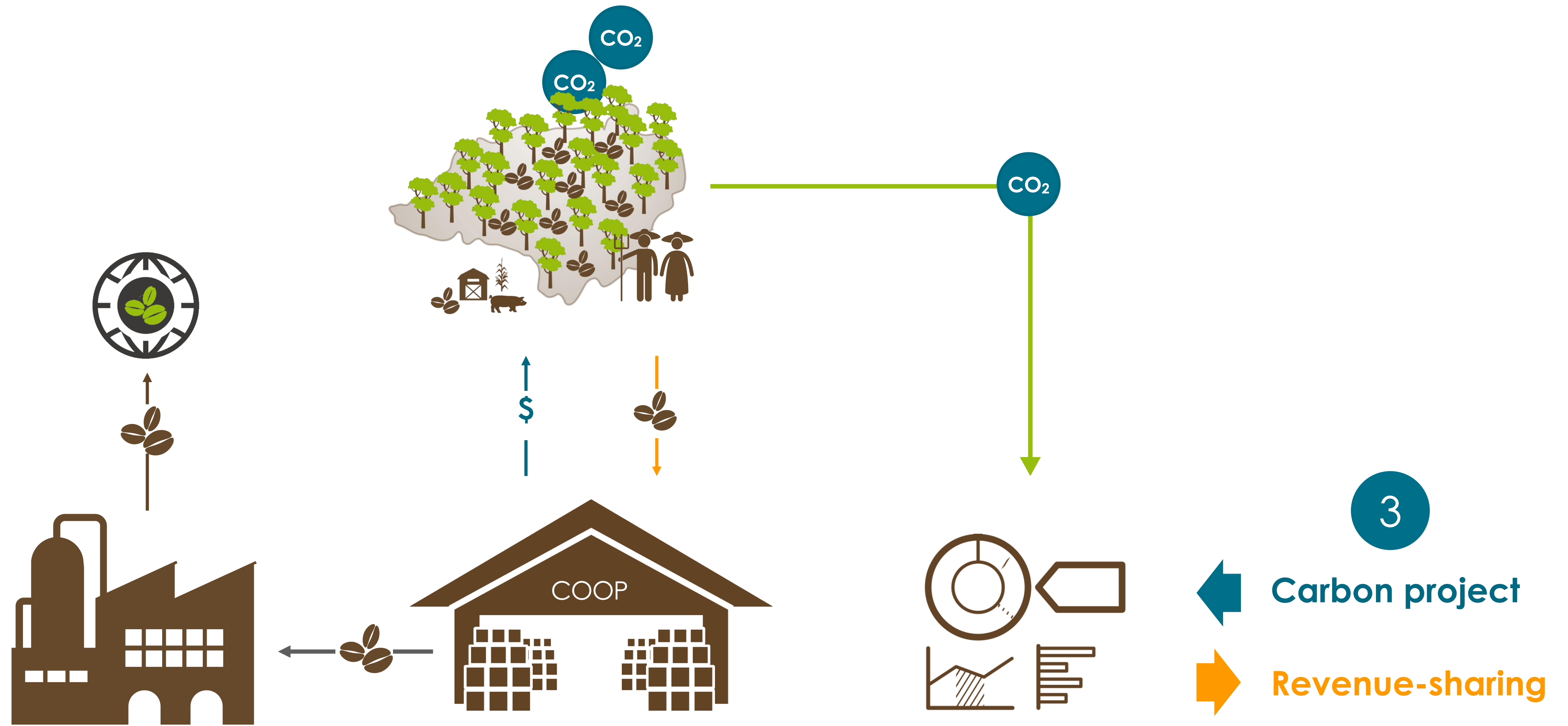
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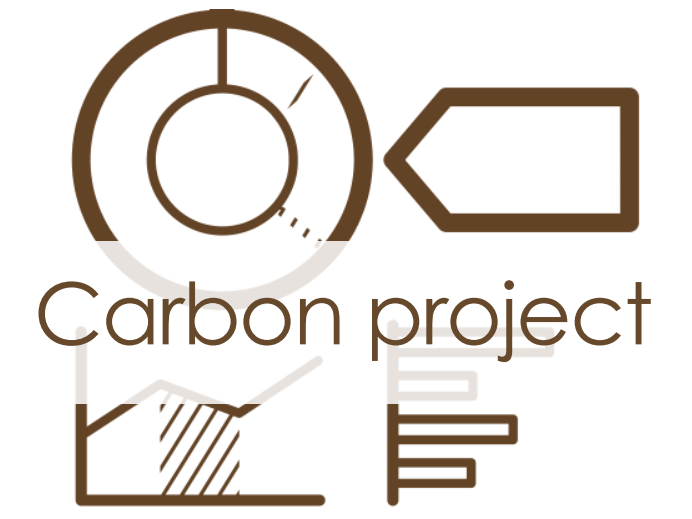
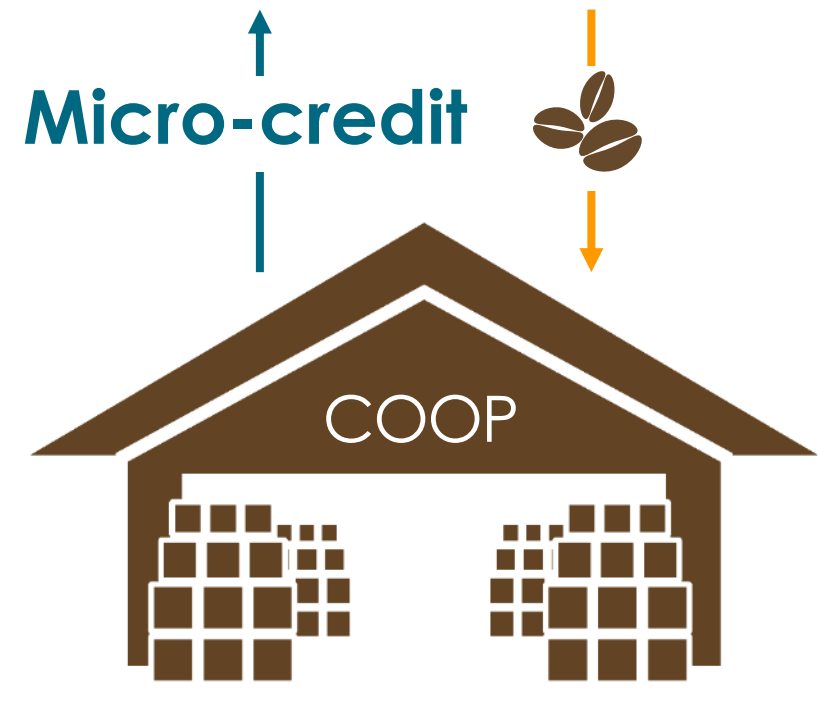
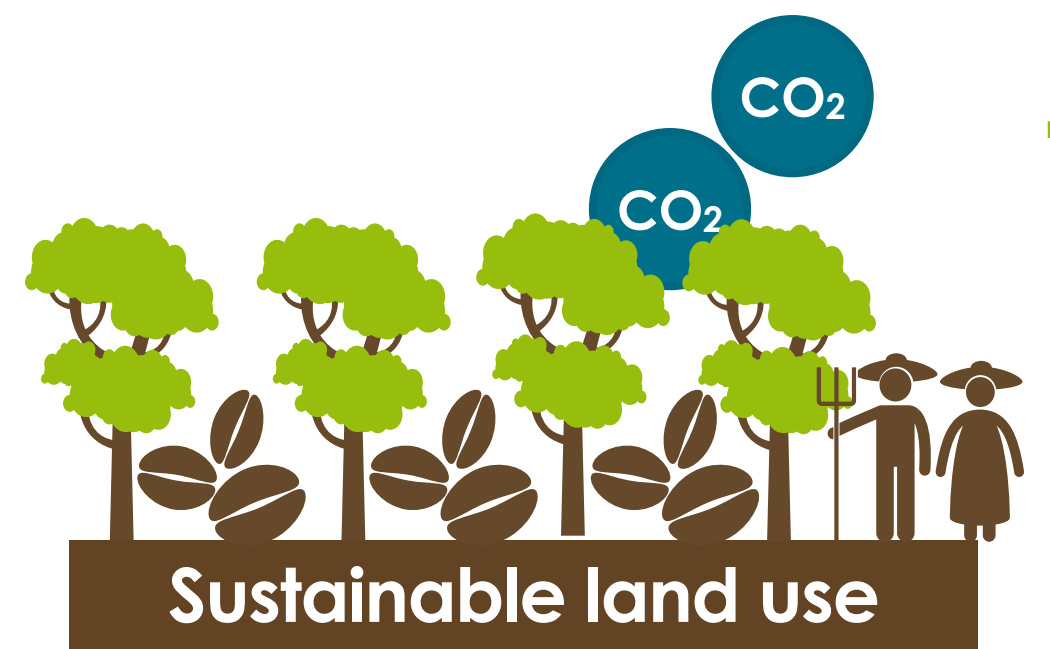
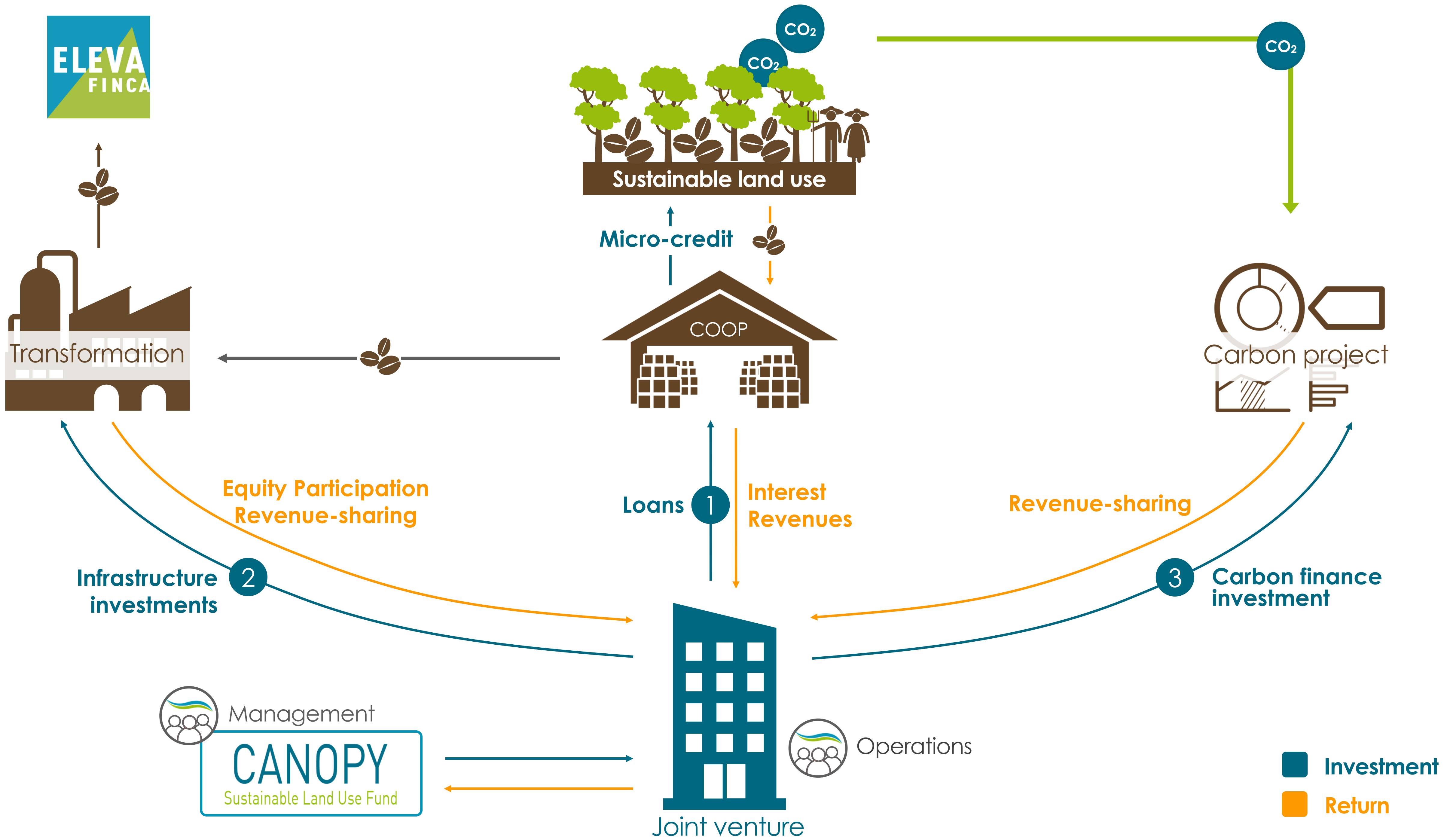
2

- Strengthen coops production capacities and positioning,
- Create and strengthen capacities,
- Develop marketing tools and position coffees on specialty markets.



3

- Generate new revenue flows based on payment for environmental services,
- Generate a robust set of key performance indicators to strengthen sales and obtain added-value.



■ Investment
■ Return

IMPACTS

SOCIAL

13,300

Number of families involved

2,650

Women participation

215 M \$USD

Amount of fair trade premium reinvested

24

Cooperatives certified

ECONOMIC

313%

Increased family revenue

1,200 M \$USD

Incremental sales volume

248 M \$USD

New diversified revenues

15%

Average commodity sales price increase

ENVIRONMENTAL

10,700

Reduced deforested hectares

40,000

Hectares reforested

850,000

Hectares under conservation

25,000,000

tCO₂e emissions reduction

CONTINUOUS IMPACT MONITORING AND REPORTING

Minka™





Join a world-leading group of impact investors to generate transformative triple bottom-line returns with measured positive social & environmental impacts.

CANOPY

Sustainable Land Use Fund

managed &
operated by

