IDH East Africa Coffee Living Income Theory of Change

FIELD | BUSINESS | SECTOR

Impact

- >80% of the FOB price of coffee is received by farmers at Farm-Gate in Kenya and Uganda
- 100,000 coffee farming households in Kenya and Uganda increase their income with >35% leading them progressively towards earning a living income

Outcome

- Male, Female and Youth farmers receive increased and more stable income from both coffee and non-coffee crops which progressively moves them to earning a living income
- Improved re-distribution of value and risk within the supply chain
- Sustainable improvements on multiple income drivers
- Collective learning on working and effective strategies to close living income gaps
- Increased transparency on the flow of value and risk within the supply chain
- Improved adoption of sustainable production and land-use practices
- Increased yields and number of crops intercropped with coffee

Output

- Commitment by stakeholders to act on sector priority approaches/actions with greatest impact on closing living income gaps
- Living income measurement analyses done and verified data available to support initiatives
- New sourcing/procurement contracts integrate living income aspects
- Service delivery models linked to multiple income drivers rolled out at scale and meeting needs of farmers, service providers and brands

Activity

- Convene/engage multi-stakeholders and lead/support living income initiatives and agreement on commitment to action
- Share/co-create technical tools (benchmarks/reference prices, methodology for farmer segmentation and income measurement, etc)
- Companies/brands develop and adopt strategies to close living income gaps and to report on progress
- Transform policy and value chain structure aspects to create/improve equitable distribution of value and risk
- Co-invest in design, funding and roll out of initiatives and projects integrating strategies and actions to close living income gaps through multiple income drivers: Land size, Yields, Price, Cost of Production, Diversified Income

Pathway

- **Pathway 1**
  Convene & Align
- **Pathway 2**
  Act & Transform