

Value distribution study coffee



It is crucial that this study **INSPIRES** ongoing efforts and translates into actionable outcomes for the coffee sector.



OBJECTIVE OF THE STUDY

Understand if current value in the supply chain is sufficient to provide everyone in the supply chain with a decent income.

Inspire new actions to close living income gaps towards prosperity in the coffee supply chain.

WHY VALUE DISTRIBUTION



Farmer prosperity is recognized as one of the main drivers for a sustainable and future proof coffee sector. There are multiple ways to address farmer prosperity, recognizing the need to move beyond discussions of price or discussions on farm-level interventions, to a holistic approach to farmer prosperity that includes transformational change within coffee producing countries, conducive policies in importing countries and changes within value chains.

THE RESULTS OF THE STUDY INCLUDE:



Transparency and further insights into where costs and value are generated within the coffee supply chain;



An interactive, data-driven model in which different supply chain costs can be plotted, to understand the impact of these costs on value distribution within the supply chain;



Data-driven recommendations for further action for the coffee sector.

WANT TO PARTICIPATE?



Join us in one of our convening meetings to discuss the study.

Participate in the interview process with the consultants.

For more information, reach out to

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1 Explanation of scope and discussion

May 4, 2023 - Berlin

2 Validation of first results and Model

June 26, 2023 - GCP meeting, Bonn

3 Presentation results & call to Action

September 21, 2023 - SCTA event Basel

BASIC
Bureau d'Analyse Sociétale
d'Intérêt Collectif

To that end, GCP, IDH and Solidaridad are **collaborating with BASIC** to increase understanding of cost and value distribution within the coffee supply chain.



We are creating a study that is representative for the coffee sector as a whole, but choosing a focus market to make it concrete, the consortium decided to zoom in on the German coffee market. The German coffee market is large enough to represent sufficient range of products, retail channels, and differentiating factors within a portfolio. Understanding the German market is a first step towards understanding the coffee sector as a whole.