IT'S JUST COFFEE

Studying Ethiopian coffee grower Fairtrade viability

Matt Ryan

TABLE OF CONTENTS

01

INTRODUCTION

Fair-trade certification and our problem

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FAIR TRADE

- Fairtrade Labelling Organizations International (FLO) was founded in Germany in 1997
- Sought to reduce poverty via trade and emphasize sustainability
- Requirements are tailored to both ethical labor and sustainability

THE PROBLEM

Though Fairtrade certifications have been shown to benefit communities, the label ultimately doesn't benefit all growers.
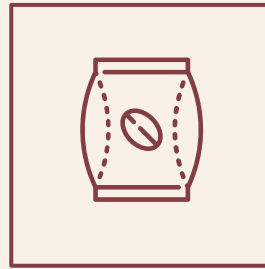
- Prohibitive fees

- Can be a several year process to become certified

- Can lead to growing socio-economic disparities among certified and non-certified growers

FLO introduction to communities can lead to **rich-get-richer** scenario and leave others out in the rain

DATA-DRIVEN SOLUTION

DATA

—

Use logistic regression to identify growers with potential

BUSINESS

—

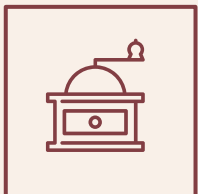Develop and implement program to aid said growers in meeting FLO requirements

02

THE SOLUTION

THE SCOPING OF OUR
SOLUTION

THE DATA

Dataset

IFPRI surveyed 1,598 households
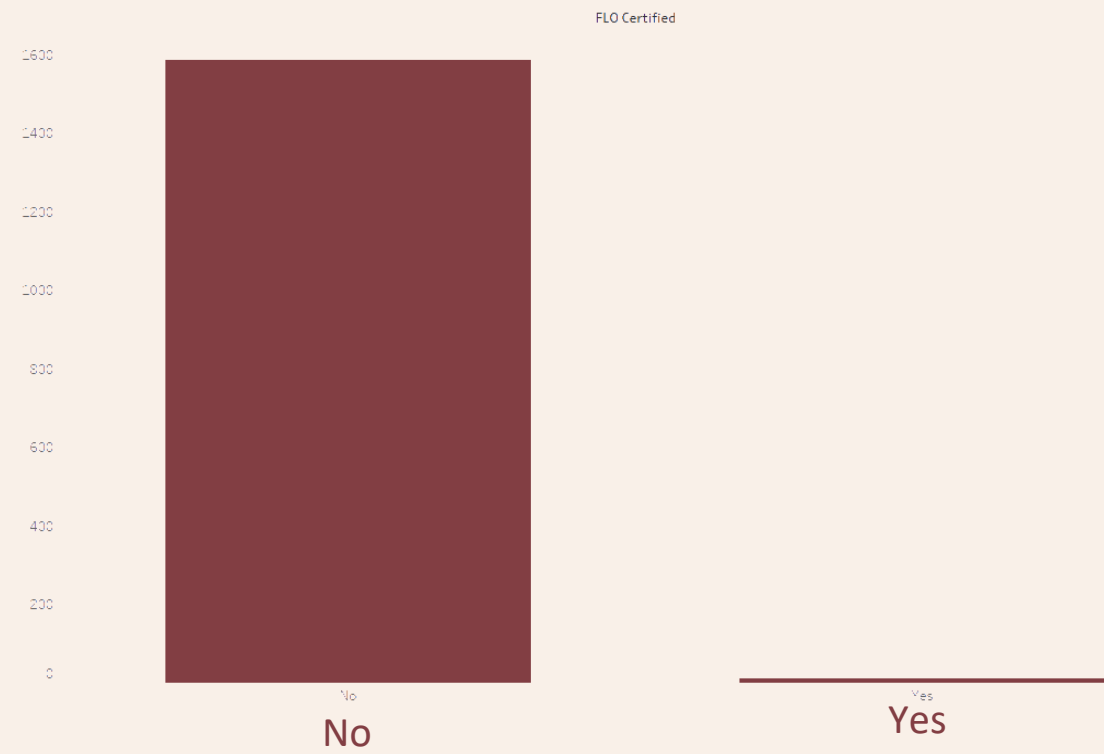
EDA

Combined, cleaned, and crystallized

Visualization

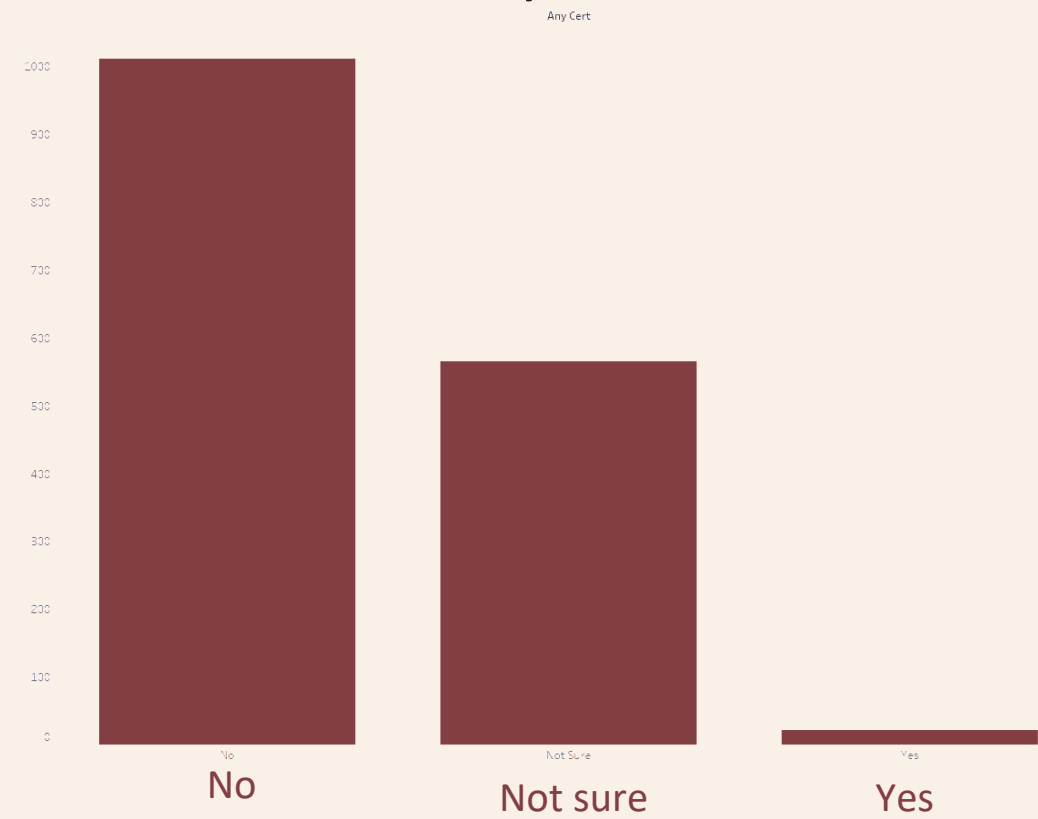Employ visualization for quick identification and insight

INITIAL FINDINGS

Proportion of Growers with FLO cert.

FLO Certified

No
Yes

Proportion of growers with cert. of any kind

Any Cert

No
Not sure
Yes

INITIAL FINDINGS

A model grower:

Employs Minors

No

Size of Plot (Hec)

0.7600

Years Operated

54

Organic Certified

Yes

HHID

1112

Region

Yirgachefe

Some initial **take-aways**:

- Identified a handful of key features that may be indicative of higher probability of FLO certification
- Our dataset implies a logistic regression model would be useful in identifying high probability FLO candidates

03

CONCERNS

ADDRESSING CONCERNS

CONCERNS

Some concerns:

- Time-sensitive data
    - May need to revisit data collection to ensure model is sensitive to modern trends
- Potential to "game" the system to achieve Fairtrade prices without properly working towards them
    - Need to ensure our program to work with growers is both thorough and sustainable into the future
- Responsibility to select for features which don't reinforce further inequities among growers

04

FUTURE PLANS

DISCUSSION OF FUTURE PLANS

FUTURE PLANS

Looking forward, what are our steps?

- Modeling

    - Develop and implement our model

        - Identify measures of success

        - Thoroughly test and evaluate

- Develop funnel steps
    - Work with business team leaders to identify measures of success and structure a system to work with growers on achieving FLO certification
    - Implement funnel and examine results

THANKS

DO YOU HAVE ANY QUESTIONS?

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APPENDIX