



ANNUAL REPORT 2014

# COLLECTIVELY BUILDING ON PROGRESS



## OUR VISION

- The 4C Association aims to unite all relevant coffee stakeholders in working towards the improvement of the economic, social and environmental conditions of coffee production and processing to build a thriving, sustainable sector for generations to come.



The 4C Association is the leading multi-stakeholder sustainable coffee platform, guiding the mainstream sector toward more sustainable production in a pre-competitive arena where all relevant stakeholders are enabled to participate.

## OUR MISSION



The 4C Association is the leading multi-stakeholder sustainable coffee platform, guiding the mainstream sector toward more sustainable production in a pre-competitive arena where all relevant stakeholders are enabled to participate.

# MESSAGE FROM THE CHAIR

In my third year as the Chair of the Council, I continue to feel privileged to have been involved with the 4C Association in such a pivotal role at such an exciting time. This idea struck me again as I learnt about the drought currently occurring in multiple regions throughout Brazil as well as personally experiencing prolonged drought in my own country, Uganda, that has already reduced production by 15% and impacted adversely on the incomes of farmers and the projections of traders. These are not issues unique to a particular region. Instead, they are stark reminders of the magnitude of the challenges confronting the coffee sector and a reminder of the need for collective action if we want to ensure a thriving sector in the future. That is why I feel privileged to be part of this collaborative network and why I passionately dedicate my time and leadership as the Council Chair and most importantly, as a representative for all coffee producers.

Droughts and other natural disasters caused by global climate change are just one of many issues that threaten the long-term sustainability of the coffee sector. Along with low productivity or the exodus of young people from the coffee fields to the cities, there are many, many more. All these challenges are equally impactful, interconnected, and urgently in need of being addressed. By uniting and facilitating the entire spectrum of coffee stakeholders to work together non-competitively in addressing these systemic sustainability issues, the 4C Association is at the heart of the coffee world. No other platform brings together such a wide variety of stakeholders with such a wide range of expertise and impact

in the coffee community. As a coffee producer myself, I am continually impressed at the exchanges, learnings and opportunities I encounter as a result of being a member. The ability to network and put ideas into action with exporters, roasters, retailers and producers from other continents is something that the 4C Association has successfully orchestrated over the last decade. The outcome of this cohesion and cooperation can be seen in the achievements made by the 4C Association since it began.

In 2014, this leading role was further strengthened with the 4C Association facilitating global collaborations to address pressing issues such as climate change or use of pesticides. To continue building on this progress, the 4C Association is currently preparing its strategy towards 2020. An ambitious plan to lead and shape the transformation of the coffee sector together with its members and partners. Having been involved in the development of this strategy, I am confident about the prospect of the 4C Association reaching its full potential and scaling up its reach for the benefit of more coffee farming communities around the world.

I would like to close this message by thanking the other members of the Council who have provided countless hours and energy into making the 4C Association the best sustainability platform it could be. Thanks to you, we have seen fantastic milestones in the volumes of 4C Compliant Coffee produced and traded, crucial alignment with other sustainability standards and continued engagement of new partners in the sector. Further acknowledgement should



also go to the hard-working team at the 4C Secretariat. Most importantly however, to all those who are members of the 4C Association, my appreciation goes to you – for your commitment and actions are leading us to our goal – a better coffee world!

I wish all of you a fantastic year ahead and I look forward to collectively building on the progress we have made!

Best wishes,

A handwritten signature in black ink, appearing to read "Robert Waggwa Nsibirwa".

Robert Waggwa Nsibirwa  
Chair of the 4C Council

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# MESSAGE FROM THE EXECUTIVE DIRECTOR

Last year over 149 million bags of coffee were consumed around the world. The love for the black beverage keeps growing in new markets like China or India, with more and more people embedding coffee in their daily lives. For the coffee industry and coffee producers, this should be great news and a prospect of prosperity. Paradoxically, the growth in demand is by no means a guarantee of a bright future for the coffee sector as too many challenges are putting it at risk. Climate change, low productivity, old trees, and lack of access to finance to name a few. If not tackled, the capacity for many farmers to deliver the world's coffee is seriously threatened.

The coffee sector was a pioneer in understanding that it will thrive if all its stakeholders join forces to address the issues at stake. But talking about cooperation and making it happen are two different things. The businesses and organizations involved in the production, trading, processing, roasting, retailing, and certification of coffee must share information, invest together, and provide support and expertise to small scale coffee farmers to help them grow into successful and sustainable entrepreneurs.

When the 4C Association was founded back in 2006, it achieved what was never possible before: to bring together the different stakeholders in the coffee sector around one table. Eight years later and the 4C Association has consolidated its role as this uniting force, becoming the leading non-competitive global platform for coffee, capable of channeling joint projects and tools, like

its Code of Conduct, to support resilient farming communities. In 2014, more than 450,000 farmers and 1.4 million workers in 24 countries implemented the Entry-level Standard and produced more than 43 million bags of 4C Compliant Coffee. That is nearly 29% of global coffee production. On the demand side, nearly 10 million bags of 4C Compliant Coffee were acquired by roaster and retailer members, representing approximately 7% of global consumption.

These are amazing results which prove that the coffee sector is making great strides in advancing and building a sustainable future for itself. To advance even faster, the 4C Association took some decisive steps in 2014:

- Finalize the new 4C Code of Conduct, making it more inclusive and impactful for coffee farmers.
- Initiate crucial projects such as providing alternative solutions to hazardous pesticides and building a community-owned online portal for sustainable supply chain development.
- Assume a leadership role in Vision 2020, an inclusive sector-wide alliance together with the public sector that will collectively address challenges and vulnerabilities to ensure the resilience and livelihoods of farming communities.

I congratulate all the members of the 4C Association for ensuring a brighter future for the coffee sector and I call upon those who



have not joined yet to be part of this global movement. Do not miss the opportunity to be part of a platform that is shaping the future of the coffee sector! The sooner you join, the faster we will be able to achieve a better coffee world.

Best wishes,

A handwritten signature in black ink, appearing to read "M.R.-SÜLZ".

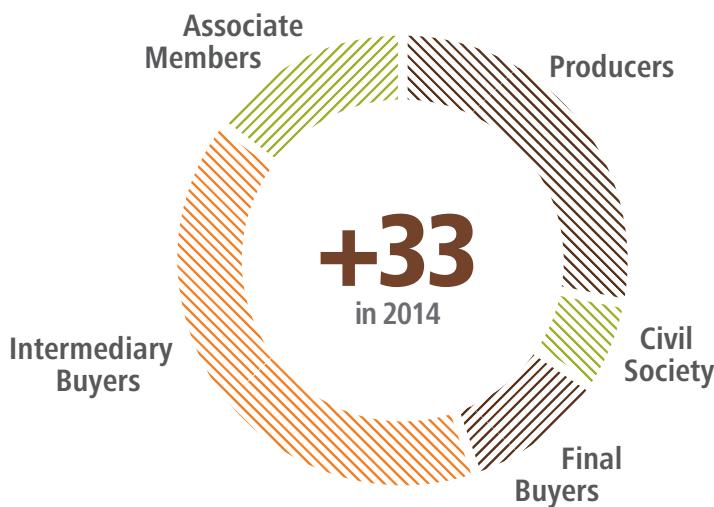
Melanie Rutten-Sülz  
Executive Director

# THE ASSOCIATION

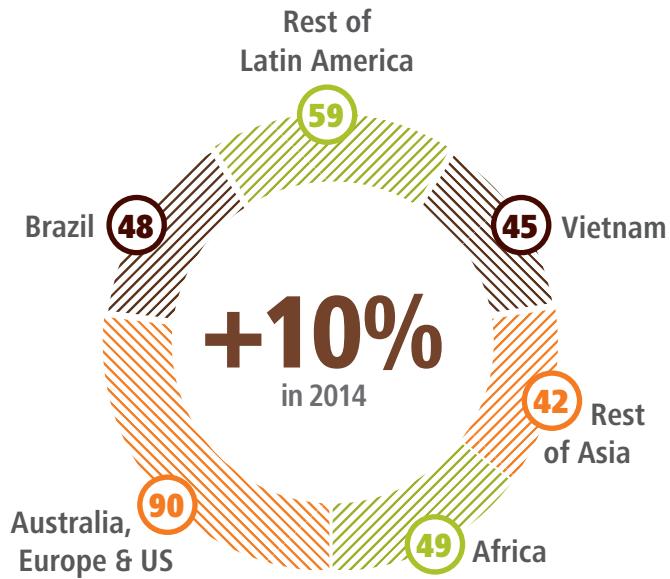
In 2014, the 4C Association experienced another year of continued and diverse growth in its membership, making the impact of the organization as a whole much stronger. This growth is largely attributable to the increased demand for 4C Compliant Coffee and the active implementation of the Entry-level Standard by producers in such emerging coffee producing countries such as Papua New Guinea. Meanwhile, Vietnam and Brazil continued to account for half of the membership growth. The participation of new NGOs and banks brings valuable expertise and networks needed to tackle the overarching sustainability issues such as access to finance.

Recognizing this impressive growth and the opportunity to scale up outreach and impact of our multi-stakeholder platform, the Council assessed an adaptation of the business model that will better support these accomplishments. Consequently, this led to the Internal Strategy 2016-2020 which defines the framework for the further development of the organization, its functions and its business model, ensuring the continued delivery of value to our membership and optimizing our collective efforts.

## MEMBERSHIP CATEGORIES



## MEMBERSHIP BY REGIONS



	Producers	Intermediary Buyers	Final Buyers	Civil Society	Associate Members	Total
2010	40	21	24	7	46	138
2011	41	37	25	7	40	150
2012	72	93	28	13	44	250
2013	87	114	41	11	47	300
2014	94	143	34	13	48	333

**1,410,100**

workers involved in the production or processing of 4C Compliant Coffee.

**319**

4C Units across 24 countries

**Entry-level Standard**

**29%**

of Global Coffee Production is complying with the Entry-level Standard<sup>1</sup>

**Collaboration Platform**

**13** sustainable alternatives in managing the Coffee Berry Borer

**207** resources on coffee at SustainabilityXchange

**over 280** decision-makers and influencers from across the world attended Sustainability Forums



<sup>1</sup> <http://www.ico.org/prices/po-production.pdf>

# COLLABORATION PLATFORM



## ONLINE INFORMATION EXCHANGE

Access to relevant and up-to-date information, tools and sustainability practitioners is key to the success of any sustainability effort. The launch of [www.sustainabilityxchange.info](http://www.sustainabilityxchange.info) in 2014 thus represented a turning point for farmers and sustainability managers involved in sustainable agriculture. SustainabilityXchange is an easy-to-use, free and interactive online portal designed to pool knowledge, provide information and hands-on tools, access to consultants and share experiences among practitioners in the field of socially responsible, inclusive and sustainable agricultural production and trade.

The 4C Association co-led its development in order to help actors in global agricultural value chains navigate and implement sustainability more easily into their operations. In addition to financial support, the 4C Association contributes to its success by integrating its own tool library into the portal, making up approximately 20% of all coffee-related resources.



## CLIMATE CHANGE

The consequences of changing climatic conditions, whether it be changing rainfall patterns or increasing temperatures, will continue to severely affect the livelihoods of those least resilient to its adverse effects – smallholder farmers. Therefore, in 2014, the 4C Association continued to offer the Climate Module as an add-on to its Entry-level Standard which provides 4C Units with practical guidance and best practices to increase their resilience against climate change. Looking beyond the standard, the 4C Association took further steps to explore this global challenge by integrating the topic into the 2014 African Coffee Sustainability Forum in Burundi, participating in the climate change working group led by the initiative for coffee & climate and hosting several tools on SustainabilityXchange.



## ACCESS TO FINANCE

Lack of information, limited entrepreneurial and financial skills, low productivity and cash flow challenges faced by coffee smallholders are exacerbated by a gap between the demand and supply of financial products. The 4C Association therefore facilitates a variety of collaborations with its members and partners. Together with the Deutsche Entwicklungs- und Investitionsgesellschaft (DEG), IDH, The Sustainable Trade Initiative, and the International Coffee Organization (ICO), the 4C Association coordinated and developed the concept and secured the joint funding for an action-oriented workshop to examine risk perspectives and mitigation measures on input finance facilities with a focus on Eastern Africa.



In 2014, the 4C Association initiated multiple partnerships to support the sustainable development of the Colombian and Peruvian coffee sectors. It signed two Memorandums of Understanding (MoUs) with Fundación Natura Colombia and the Sustainable Commodity Assistance Network (SCAN) in Peru to identify the technical assistance needs of small producers and coordinate the development and application of tools and trainings. This will help farmers to overcome their sustainability challenges and improve their productivity. The 4C Association also joined the Colombian Sustainable Trade Platform (Plataforma de Comercio Sostenible - PCS) which is being facilitated by Solidaridad Colombia in order to support the production and sales of sustainably produced coffee and address climate change.

## GENDER & YOUTH

Although it is often women who do most of the farm labor and generally bear a higher workload, they unfortunately tend to have less access to resources, and decision making. This is why the 4C Association has been pushing for the issues of gender and youth to be much more prominent within the sustainability approaches of the national and international coffee sectors. Through a joint initiative between AFCA, the 4C Association, ITC, Hivos and IDH, The Sustainable Trade Initiative, the Women and Youth in Coffee Program for Eastern Africa, "Coffee is Cool" was launched in 2014. Its aim is to increase the participation of women and young people throughout the entire coffee supply chain. This program was presented and further enriched through a stakeholder workshop in Burundi prior to the 4th African Coffee Sustainability Forum. "Coffee is Cool" is being coordinated by AFCA as a regional membership organization and includes components on capacity building, leadership training, micro-finance, and branding and is available to coffee entrepreneurs in Burundi, Ethiopia, Kenya, Rwanda, Tanzania and Uganda.



In 2014, the Growing Coffee without Endosulfan project, which aimed to find out how coffee growers, large and small, managed coffee pests (particularly the coffee berry borer) without using the insecticide Endosulfan, was successfully completed. The joint project between the 4C Association and the Pesticide Action Network (PAN) UK delivered detailed guidance documents on Integrated Pest Management (IPM), videos with the various methods used by farmers, the costs and benefits, their personal tips and recommendations, and farm case studies.

Through the ISEAL Pesticide Working Group, the 4C Association was active in the push for a common ban on the worst pesticides listed in international agreements - Stockholm and Rotterdam Conventions and the Montreal Protocol. Additionally, the 4C Association has been the lead coordinator of the Pesticides Task Force in Indonesia, a composition of sustainability standards, the Indonesian government and the Sustainable Coffee Program powered by IDH. The Task Force aims to assess the most used pesticides in coffee production, propose an official pesticide list and devise sustainable alternatives and ways to support farmers in the replacement process.

# VISION 2020

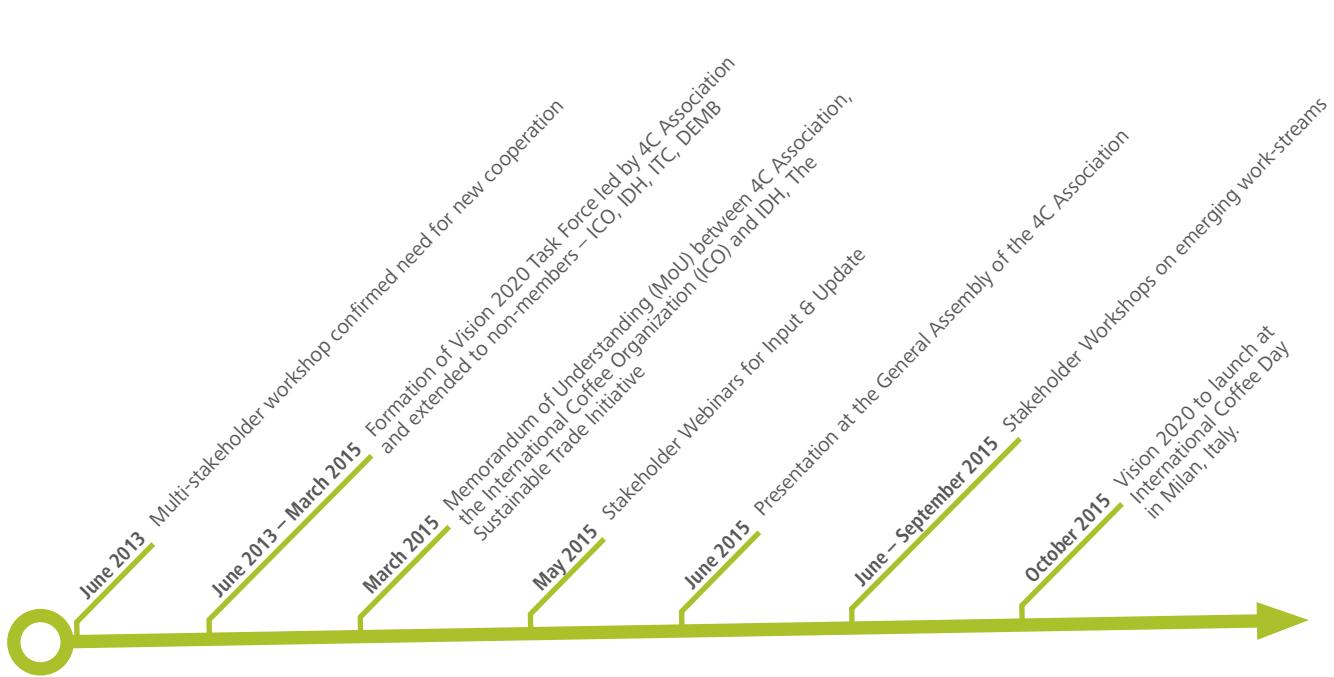
Vision 2020 is a coalition of existing organisations and initiatives who hold the firm belief that a new form of cooperation is needed to tackle the systemic sustainability challenges present in the coffee sector. One that is built on public-private collaboration with a joint vision and a common agenda. One that aligns and coordinates the efforts and investments of the entire sector. One that results in long-term collective impact. And above all, one that ensures the resilience and livelihoods of coffee farming communities.

To achieve this level of coordination and joint agenda setting, the 4C Association has been leading a Task Force since 2013 in the development of a strategic framework under the Vision 2020 umbrella. Through the formalization of a Memorandum of Understanding



between the 4C Association, the International Coffee Organization (ICO) and IDH, The Sustainable Trade Initiative, the three partners intend to serve as a joint backbone for the new public-private network and further develop the alliance and its work-streams in 2015.

A number of different, already ongoing work-streams have been initially selected to be part of Vision 2020, and are being implemented and monitored at the national and local levels by relevant stakeholders. These work-streams will ultimately help avoid duplication, overcome fragmentation, reduce costs and share relevant learnings. The 4C Association will continue to drive this unique alliance and encourages all stakeholders in the coffee sector to become further involved.





## NATIONAL SUSTAINABILITY CURRICULA

The National Sustainability Curricula (NSCs) is the process of aligning national and international sustainable development priorities, such as those within the 4C Entry-level Standard, to deliver farmer training materials and methodologies for basic levels of sustainable production. Co-funded by the Sustainable Coffee Program (SCP), NSCs are being developed for Vietnam, Brazil, Uganda, Tanzania, Indonesia, Colombia, Ethiopia. The next step is to achieve government endorsement and reach farmers through national and local public and private extension services.



## CLIMATE CHANGE

This work-stream, led by IDH, The Sustainable Trade Initiative, and ICO, focuses on increasing the capacity of farmers to adapt to a changing climate. Collaborations will predominately be between climate initiatives and governments, initially starting in Brazil, Vietnam, Eastern Africa, Colombia, Indonesia, and Ethiopia. Such activities include a tool box of good practices, workshops, and trainings.



## NATIONAL PLATFORMS

The National Platforms will be convening spaces where public and private actors can agree on the localized agenda, targets, and priorities, share responsibility in the implementation, and provide input into national policy. National Platforms that have been or in the process of being initiated include the Vietnamese Coffee Coordination Board (VCCB) and the Sustainable Coffee Platform of Indonesia (SCOP), both with active involvement of the 4C Association and co-funded by SCP.



## ACCESS TO FINANCE

The Access to Finance work-stream is in the process of being fully developed, with the ICO, IDH, The Sustainable Trade Initiative, the 4C Association and additional partners in Eastern Africa already identifying specific areas where collaborations will be effective.



## ENGAGEMENT OF LOCAL STAKEHOLDERS

Through a range of formats and collaborations, local and regional partners will be engaged in order to share and exchange learnings. Existing formats include the Vietnamese Sustainability Forum, the African Coffee Sustainability Forum, the SustainabilityXchange online portal, and business case studies funded by SCP.



## EMERGING WORK-STREAMS

There are two emerging work-streams yet to be elaborated - Gender & Youth and Sustainability Standards Cooperation and Alignment. As there was significant progress in 2014 – for example with the release of the toolkit “Sustainable Coffee as a Family Business: Approaches and tools to include women and youth” or the Demonstrating and Improving Poverty Impacts (DIP) project – these two work-streams will receive further attention in 2015 with stakeholder workshops set to take place.

# A REGIONAL TOUR



## INDONESIA AND ASIA-PACIFIC

In Indonesia, coffee farmers, local exporters, international traders and many other stakeholders have been working hard to advance sustainability practices, implement the Entry-level Standard and pass verification. As a result of these efforts, at the end of 2014, over 33,000 coffee farmers and 35,000 workers organized in 16 4C Units were benefitting from training opportunities and enhanced market access. Beyond Indonesia, the 4C Association welcomed its first members from Malaysia and Papua New Guinea. With demand for 4C Compliant Coffee from the region on the rise, it is expected that many more will be able to benefit in the future. In order to support this growth, our Office in Indonesia is providing important services to existing and new members, including access to information, capacity building, trainings of trainers and tool development. It also liaises and engages in collaboration activities with governmental organizations and donors.

The responsible use of Pesticides is one of the main challenges to advance sustainability in the Indonesian coffee sector. To tackle this issue, the Manager Indonesia has taken the lead as Coordinator of the Pesticides Task Force, an initiative of the Sustainable Coffee Program (SCP). The Task Force is looking at the most used pesticides in coffee production to devise sustainable alternatives and ways to support Indonesian farmers in the replacement process.



## VIETNAM

In 2014, Vietnam's total coffee production reached 1.7 million MT, of which roughly one third was 4C Compliant. This was possible thanks to the great efforts of over 117,000 farmers and 248,000 workers who are implementing the Entry-level Standard. More and more members of the 4C Association are engaging in activities to further support the sustainable development of the Vietnamese coffee sector. Their programs focus on providing farmers with technical training courses such as GAPs, harvest and post-harvest management, integrated pest management (IPM) or responsible use of pesticides. The 4C Entry-level Standard has become a key tool to assist in these efforts. The growth of membership in Vietnam from 36 members to 45 at the end of 2014 is proof of the high value that coffee stakeholders attach to the services provided by the 4C Association. Throughout the year, our Office in Vietnam supported members in the implementation of the Entry-level Standard by organizing Training of Trainers (ToT), introduction workshops and facilitating access to information and capacity building in Vietnamese.

The team in Vietnam is also closely involved in the development of a National Sustainability Curriculum for coffee, an initiative by the Sustainable Coffee Program (SCP) and supported by the Vietnam Coffee Coordination Board (VCCB). The VCCB will guide the development of future sustainability related policies, activities and trainings in the country. One of the priorities is to reach out to farmers and ethnic minorities in remote areas who currently have very limited opportunities to receive trainings and capacity building. The Entry-level Standard will play an essential role to reach out to these groups.



With more farmers implementing the Entry-level Standard, 2014 saw an important push towards sustainability in the African coffee sector. A total of 12 4C Units were created in Africa, with new 4C Units in Cameroon and the Ivory Coast signaling exciting progress in West Africa. The total number of 4C Units in the continent reached 38, encompassing over 69,000 farmers and 142,000 workers across 8 countries.

To effectively support African farmers in accessing the market for sustainably produced coffee, the cooperation between different sustainability standards is crucial. For this reason, the 4C Association joined forces with the Rainforest Alliance, UTZ Certified and Fairtrade International to offer a sustainability training to Burundian coffee stakeholders. The 4C Office Eastern Africa carried on this work by delivering a series of Training of Trainers (ToT) to 4C Units and their Business Partners on the implementation of various coffee sustainability standards.

Essential to the long term resurgence of the African coffee sector is the empowerment of women and young people to remain in their farms and make a good living from coffee production and other crops. For this reason, our office in Eastern Africa contributed to raising awareness about the benefits of including women and young people in coffee activities and decision making through the use of the Toolkit on Gender & Youth. The Manager Eastern Africa also participated in the Women & Youth in Coffee Program in collaboration with AFCA, ITC, IWCA and Hivos.



By the end of 2014, over 15,000 farmers and 217,000 workers organized in 33 4C Units worked hard to supply over 1,5 MT of 4C Compliant Coffee. In many ways, Brazil is very advanced in sustainable coffee production, with many well trained farmers and technical support broadly available across the country. However, some challenges remain ahead particularly in relation to pesticides use. Our Office in Brazil significantly contributed to the Growing Coffee without Endosulfan project in Brazil which was initiated and funded by SCP. The aim of the project was to raise awareness about the ban of the hazardous pesticide Endosulfan, analyze its use among Brazilian coffee farmers, collect experiences on alternatives and identify ways to effectively support farmers in the phasing out process.

Another key focus in Brazil was to advance the alignment of the Entry-level Standard with other sustainability standards to pave the way for farmers to access multiple certifications and thus improve their market access. During 2014, the 4C Association finalized the technical comparison with the Certifica Minas Café standard which resulted in a benchmarking agreement. With this, Certifica Minas Café (CMC) farmers will be able to obtain a license to sell their coffee as 4C Compliant without having to undergo a verification. Most importantly, they will gain a new gateway to the sustainable coffee market and the international recognition and demand for CMC certified coffee will be strengthened.



With over 350,000 farmers and 710,000 workers utilizing the Entry-level Standard throughout 8 countries, the supply of 4C Compliant Coffee from the region amounted to more than 526,000 MT in 2014. To support the efforts of farmers, the Manager Latin America travelled extensively throughout the continent to meet with members, contribute to capacity building and information sharing, identify challenges and strengthen relationships with key regional partners.

In this context, the 4C Association joined the Colombian Sustainable Trade Platform (Plataforma de Comercio Sostenible - PCS) which is being facilitated by Solidaridad Colombia in order to support the production and sales of sustainable coffee and address climate change. In July 2014, the 4C Association signed a Memorandum of Understanding (MoU) with Fundación Natura Colombia, laying out the terms of collaboration to continue expanding the reach of sustainable coffee production in Colombia and further support coffee farmers to improve their sustainability practices.

In Peru, the 4C Association entered into a partnership with the Sustainable Commodity Assistance Network (SCAN) to jointly identify the technical assistance needs of small producers and coordinate the development and application of the necessary tools and trainings.

# A CREDIBLE STANDARD SYSTEM



**NEW 4C  
CODE OF CONDUCT:  
A FIRST CLASS TOOL  
FOR THE COFFEE SECTOR!**

At the end of 2014, the Entry-level Standard was significantly enhanced through the approval of the new Code of Conduct. As a result of an extensive consultation process that involved more than 240 organizations in 15 countries, the new Code of Conduct is geared to become a first class tool to deliver positive impact to an increasing number of coffee farming communities and enable them to take their first step towards sustainability. To this end, the new Code of Conduct has strengthened its inclusiveness and entry-level character, improved its applicability on the ground, and enhanced its clarity and consistency. In particular, it will assist producers to make better business from coffee production by emphasizing economic activities and introducing new principles related to profitability and productivity. It also introduces an improved approach to pesticides by aligning the Pesticides List with those of other sustainability standards and focusing on those pesticides which are relevant to and used by coffee farmers.

Globally, 4C Units can start using the new version of the Code (v2.0) from July 1st 2015 onwards. The previous version (v1.4) will remain valid in parallel until 30th June 2016. Updated Verification Regulations and implementation tools will also be available as of July 2015.



## MEASURING IMPACT

The 4C Association implements a variety of measures, such as systematic on-going monitoring against short and medium term outcome indicators or periodic external assessments, in order to assess the impact of its Entry-level Standard on farmers and workers. As a result of these actions, the 4C Association is now in a better position to understand the effectiveness of the Entry-level Standard and define how it can influence, monitor, and evaluate change over time. In 2014, it successfully passed independent evaluation to comply with the ISEAL Code of Good Practice for Assessing the Impacts of Social and Environmental Standards (Impacts Code).

In 2014, the 4C Association published the first report aimed at assessing the impact of its system "A Snapshot from the Field: Five countries over five years". Zooming in on five major coffee producing countries – Brazil, Colombia, Indonesia, Kenya, and Vietnam – the report provides an overview of the achievements and some of the challenges faced by 4C Units on their journey to sustainability. Key results of the report included the positive performance of 4C Units against the Code of Conduct, their ability to step up to more demanding sustainability standards, their improvements over the 3 year verification cycle, and the number of training opportunities that were facilitated at the 4C Unit level.



## DEMONSTRATING IMPACT

A SNAPSHOT FROM THE FIELD

*"The revised Code is the result of listening to hundreds of stakeholders. The focus was to look at what is happening on the ground, listen to the voices of coffee farmers and devise ways to help them overcome the challenges they face. We are confident that the new Code will enable more coffee farmers to join in and take the first steps on their sustainability journey."*

John Schluter, Chair of the Technical Committee of the 4C Association



Farmers from the 4C Unit Cocatrel undertake a training course on the correct application of pesticides in Três Pontas, Minas Gerais, Brazil.

**Credit: Eduardo Piedade Garcia**

# 4C PHOTO OF THE YEAR



# COOPERATION WITH OTHER STANDARDS



Following a collaboration agreement signed in 2013, the 4C Association and Certifica Minas Café (CMC) carried out a technical benchmarking comparison in 2014 between their standard systems, resulting in a benchmarking agreement. As a result of it, CMC certified producers will be able to access the market for 4C Compliant Coffee without having to undergo a 4C verification. This provides two main benefits: gaining a new gateway to the sustainable coffee market and strengthening the international recognition and demand for CMC certified coffee, without additional costs for the farmers. The project was supported and funded by the Sustainable Coffee Program (SCP) powered by IDH, The Sustainable Trade Initiative, and overseen by the Secretary of Agriculture from Minas Gerais, SEAPA, IMA and EMATER and the 4C Association.



In 2014, the 4C Association, Fairtrade International and FLO-CERT, with funding support from Tchibo GmbH, carried out a benchmarking project to technically compare and align the verification and certification criteria of each Standards' production and processing practices. The benchmarking agreement is to be effective as of June 2015 and will enable Fairtrade certified Small Producer Organizations (SPOs) to apply for a 4C License by undertaking a simplified and less time consuming process. This will result in a considerable reduction of verification time and costs and increased market access for smallholder coffee farmers.

In order to support coffee farmers in their sustainability journey, the 4C Association fosters cooperation with other sustainability standards. By creating synergies, coffee producers can access standards more easily, increase their market opportunities and reduce their costs and efforts.



Back in 2008, the 4C Association signed a Benchmarking Agreement with the Rainforest Alliance (RA) to enable producers owning a RA Certificate to obtain a 4C License without undergoing an additional 4C verification. Since then, 49 4C Units have benefitted from this possibility.

The 4C Association also carried out two stepping up pilot projects with RA and UTZ Certified to assess the efforts of farmers to move from the 4C Entry-level Standard to RA and UTZ Certifications. The projects included the development of information resources to guide producers in these processes. Both pilots demonstrated the solid foundation the Entry-level Standard provides producers to step up to both RA and UTZ certification. To date, 30 4C Units stepped up from the Entry-level Standard to achieve compliance with RA, UTZ or Fairtrade.



The 4C Association began collaborating with other members of the ISEAL Alliance to understand and improve the contribution that standard systems make towards improving livelihoods and reducing poverty among smallholder producers and workers. The Demonstrating and Improving Poverty Impacts (DIPI) project, funded by the Ford Foundation, includes the 4C Association together with Forest Stewardship Council, Fairtrade International, Rainforest Alliance/Sustainable Agriculture Network, Union for Ethical Bio Trade and UTZ Certified. Under the auspices of this project, a study of the early impact of sustainability standards on smallholder farmers in South Sumatra and Lampung, Indonesia, is intended to be carried out in 2015.

# SUPPLY & DEMAND

The impressive supply and demand figures for 4C Compliant Coffee seen in 2014 emphasize the long-term commitment and great strides of the coffee sector towards achieving 100% baseline sustainability. In particular, they are the result of the joint efforts of 4C Members over the last years and demonstrate that the Entry-level Standard has become an essential and effective tool to support stakeholders in the coffee sector to achieve their sustainability goals. From a global perspective, 4C Compliant Coffee stood at nearly 29% of world coffee production<sup>1</sup>, whilst in terms of volumes received, it was at almost 7% of world consumption<sup>2</sup>.

Sales of certified sustainable coffees from Fairtrade International, Rainforest Alliance and UTZ Certified, all of which are members of the 4C Association, have also been growing steadily over the last years. These figures demonstrate the value that stakeholders in the coffee sector attach to standards to fulfil their sustainability programs. Standards play an important role to help increasing and consolidating sustainability practices, provide a common framework along the supply chain and measure progress over time.

<sup>1</sup> <http://www.ico.org/prices/new-consumption-table.pdf>

<sup>2</sup> <http://www.ico.org/prices/po-production.pdf>

## PRODUCTION OF VERIFIED/CERTIFIED COFFEE (MT)

	2010	2011	2012	2013	2014
Rainforest Alliance	219,337	260,702	377,757	454,962	456,042
UTZ Certified	394,003	476,903	715,648	726,591	729,918
Fairtrade International	358,000	393,000	396,641	473,600	521,387*
4C Association	646,469	906,348	1,785,078	2,294,223	2,624,986

## RECEIVED VOLUMES OF VERIFIED/CERTIFIED COFFEE (MT)

	2010	2011	2012	2013	2014
Rainforest Alliance	114,884	129,864	139,856	167,967	184,599
UTZ Certified	120,994	136,752	188,096	224,028	258,867
Fairtrade International	104,216	115,574	133,000	142,400	148,157*
4C Association	23,160	48,617	152,000	453,899	596,983

\* estimated, including estimated FT US figures

# 4C UNITS

## THE GROWTH

With unprecedented uptake in the implementation of the Entry-level Standard, 2014 saw over 450,000 farmers and 1.4 million workers in 24 producing countries reap the benefits of participating in a 4C Unit.

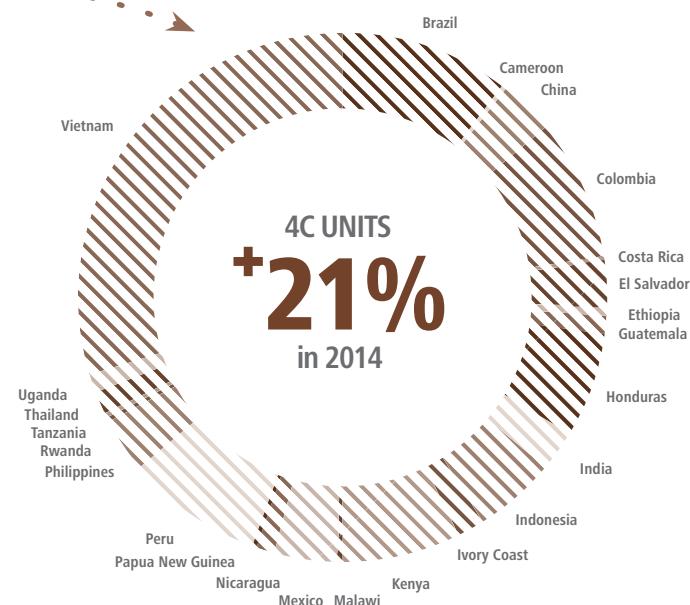
Through their participation in one of the 319 4C Units worldwide, coffee farmers work hard to meet the criteria defined in the Code of Conduct and progressively improve their sustainability practices. Being part of a 4C Unit has numerous benefits for the farmers such as becoming part of an integrated supply chain, receive trainings on good agricultural and management practices and improve their market access. This, in turn, allows them to improve their productivity and business capacities. Workers as well benefit from improved working conditions and rights such as collective bargaining and freedom of association among others.

This growth is tangible evidence that the Entry-level Standard is reaching an increasing number of smallholder farmers worldwide and helping them to reap benefits unknown in the conventional coffee industry.

	2013	2014
Brazil	25	33
Cameroon	-	1
China	5	11
Colombia	25	27
Costa Rica	1	1
El Salvador	7	9
Ethiopia	0	2
Guatemala	3	3
Honduras	15	21
India	8	8
Indonesia	16	16
Ivory Coast		5
Kenya	18	23
Malawi	1	1
Mexico	12	12
Nicaragua	3	4
Papua New Guinea	5	1
Peru	28	26
Philippines	-	11
Rwanda	1	1
Tanzania	0	1
Thailand	12	4
Uganda	4	4
Vietnam	74	94
Grand Total	263	319

4C Units are verified producer groups which can be a group of small-scale farmers, cooperative, farmer association, collecting station, mill, local trader, export organisation or even a locally based roaster.

# WORKERS



	2014	2013	
Brazil	295,650	306,624	Brazil
Cameroon	12,094	-	Cameroon
China	37,679	20,384	China
Colombia	390,891	377,500	Colombia
Costa Rica	-	7,356	Costa Rica
El Salvador	5,940	5,269	El Salvador
Ethiopia	17,032	-	Ethiopia
Guatemala	3,893	4,026	Guatemala
Honduras	160,913	108,671	Honduras
India	5,439	4,126	India
Indonesia	35,771	40,059	Indonesia
Ivory Coast	9,494	115	Ivory Coast
Kenya	7,939	7,893	Kenya
Malawi	318	318	Malawi
Mexico	22,520	8,851	Mexico
Nicaragua	5,565	3,078	Nicaragua
Papua New Guinea	163	824	Papua New Guinea
Peru	120,842	88,806	Peru
Philippines	12,219	6,781	Philippines
Rwanda	1,326	1,326	Rwanda
Tanzania	660	-	Tanzania
Thailand	15,143	20,348	Thailand
Uganda	586	586	Uganda
Vietnam	248,023	253,484	Vietnam
<b>Grand Total</b>	<b>1,410,100</b>	<b>1,266,425</b>	

Workers are those employed individuals who have participated in the production or processing of 4C Compliant Coffee within a 4C Unit.

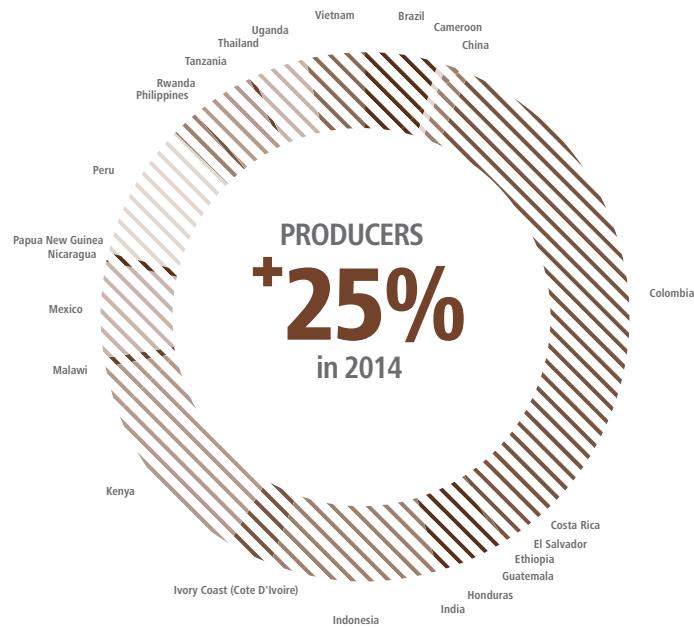
# HECTARES

		2013	2014
Brazil	689,845	684,284	
Cameroon	-	2,202	
China	10,301	19,370	
Colombia	315,255	329,580	
Costa Rica	4,515	4,464	
El Salvador	6,549	9,128	
Ethiopia	-	11,302	
Guatemala	7,400	6,242	
Honduras	48,017	74,338	
India	6,765	7,734	
Indonesia	34,980	50,150	
Ivory Coast	-	28,879	
Kenya	9,555	10,863	
Malawi	921	921	
Mexico	42,399	44,480	
Nicaragua	1,505	2,934	
Papua New Guinea	4,319	1,758	
Peru	97,235	103,661	
Philippines	-	7,977	
Rwanda	242	242	
Tanzania	-	3,548	
Thailand	20,674	15,774	
Uganda	5,830	7,743	
Vietnam	156,577	191,909	
<b>Grand Total</b>	<b>1,462,884</b>	<b>1,619,483</b>	



The majority of coffee farmers have an average of one hectare of land (10,000 square metres) and is a common unit of measurement to assess land and productivity.

# PRODUCERS



2014	2013	
24,853	21,390	Brazil
1,899	-	Cameroon
4,084	1,379	China
114,611	112,368	Colombia
1,080	882	Costa Rica
329	205	El Salvador
5	-	Ethiopia
551	570	Guatemala
13,507	7,770	Honduras
677	644	India
33,746	22,924	Indonesia
8,906	-	Ivory Coast
43,711	36,016	Kenya
2,183	2,179	Malawi
19,185	12,395	Mexico
167	38	Nicaragua
1,725	3,548	Papua New Guinea
27,505	25,507	Peru
5,056	-	Philippines
1,346	1,354	Rwanda
12,116	-	Tanzania
4,050	6,508	Thailand
10,963	9,698	Uganda
117,760	95,229	Vietnam
<b>450,015</b>		<b>360,604</b>
<b>Grand Total</b>		

Producers are those individuals within a 4C Unit who own a plot of land and cultivate coffee on it in accordance to the principles of the 4C Code of Conduct.

# FINANCIALS

Assets	2013 € '000	2014 € '000	Property & Liabilities	2013 € '000	2014 € '000
A. Fixed Assets	157	154	A. Association Property	934	923
I. Intangible Assets	63	30	I. Statutory Reserves (Equivalent)	570	570
II. Tangible Assets	93	124	II. Revenue Reserves	319	364
B. Current Assets	1077	1145	III. Operational Result	46	(11)
I. Receivables and other Assets	80	101	B. Accruals (Provisions)	182	295
II. Cash	997	1044	C. Liabilities	118	81
			I. Liabilities to Banks	0	0
			II. Payables	51	30
			III. Other Liabilities	67	51
<b>Total</b>	<b>1234</b>	<b>1299</b>	<b>Total</b>	<b>1234</b>	<b>1299</b>

For 2014, the 4C Association received 2,137k from membership fees and 173k from additional sources (mostly extra services). Revenues were 1% above projected budget, while expenses were 3% above. 135k material costs have been put to provisions to relieve the 2015 budget. As a consequence, expenses were higher for meetings (40% primarily for the purposes of the General Assembly) and for financial costs (50% for tax consultancies with regard to the adaptation of the business model). The overall change in Net Assets was minus 11k against a projection of minus 1k. In addition to the Finance Committee monitoring quarterly revenues, expenses and cash flow against annual targets, accounts were approved by BDO after a full-scope audit.

# REVENUES & EXPENSES

# BUDGET 2015

Revenues & Expenses	2013	2014
	€ '000	€ '000
Membership Fees	2003	2137
Services & Workshop Fees	128	116
Interest & Other Income	15	57
<b>Total Revenues [1]</b>	<b>2145</b>	<b>2310</b>
Employment	(1034)	(1363)
Office, Telcom/IT	(173)	(174)
Services (Comms, Finance)	(220)	(185)
Travel, Meetings	(266)	(300)
Consultancy	(258)	(128)
Other	0	(10)
Write-offs Receivables	(63)	(73)
<b>Total Expenses [2]</b>	<b>(2014)</b>	<b>(2233)</b>
<b>EBITDA [1]+[2]</b>	<b>132</b>	<b>76</b>
Depreciation	(86)	(87)
<b>EBIT (Change in Net Assets)</b>	<b>46</b>	<b>(11)</b>
Investments [3]	(62)	(85)
Δ Receivables [4]	35	(21)
Δ Liabilities [5]	59	(37)
Δ Accruals [6]	24	114
<b>Cash Result [1]+[2]+[3]+[4]+[5]+[6]</b>	<b>188</b>	<b>47</b>

Revenues & Expenses	Amounts
	€ '000
Roasters Extra Contribution	280
Services & Workshop Fees	143
<b>Total Revenues [1]</b>	<b>2529</b>
Employment	(1593)
ICT	(103)
Office	(95)
Financial	(88)
Travel & Meetings	(335)
Consultancy	(262)
Services	(141)
Write-off (new receivables)	(33)
<b>Total Expenses [2]</b>	<b>(2650)</b>
<b>EBITDA [1]+[2]</b>	<b>(121)</b>
Depreciation	(96)
Write-off (old receivables)	(33)
<b>EBIT (Change in Net Assets)</b>	<b>(250)</b>

\*Including contribution of EUR 1309k from users of the Entry-level Standard

In October 2014, the Council of the 4C Association decided to internally delineate income from membership fees into two sub-budgets in order to better reflect the two main functions – the Association/ Platform and the Entry-level Standard/Verification Operations - in a relation of 40 to 60. Expenses will continue to be subdivided by the same relation.

The Council also decided to use free reserves for additional one-off activities throughout 2014, while keeping restricted reserves intact as defined in the reserves policy. As a consequence, 2015 will show a deficit of 200k in the Association/Platform budget to cover additional activities towards shaping the Association/Platform (including Vision 2020) and of 50k in the Entry-level Standard budget to account for growing demands of verification operations. The roasters extra contribution of 280k will be exclusively allocated to the Entry-level Standard.

# MEMBERS & SUPPORTERS

## PRODUCER

Advantage Coffee Company / China Agro Xicotepec 2000 / Mexico AGROVIDA SELVA / Peru Angra Cooperative Society / Papua New Guinea Apo Cooperative Society / Papua New Guinea Asociación de Productores Agrícolas de Timana (ASPROTIMANA) / Colombia Asociación De Productores De Café De Alta Calidad Del Sur Occidente Del Huila (OCCICAFE) / Colombia Asociación de Productores Ecológicos Café del Alto Mayo (APECAM) / Peru Asoyarigüies / Colombia Associação de Cafés Especiais do Norte do Pioneiro do Paraná (ACENPP) / Brazil Baki Kopi / Papua New Guinea Bali Exotic Beans / CV Raisa Forever / Indonesia Baoshan Gaolaozhuang Agricultural & Sideline Products Development / China Baoshan Longyang Jinlu Agricultural Products / China Baoshan Yunlu Coffee Production and Development Co. / China Baragwi Farmers Co-operative Society / Kenya Bebek Coffee Estate Share Company (BCESC) / Ethiopia Busaanyi Farm / Uganda CAFENOR PERÚ / Peru Central de Cooperativas Agrarias Cafetaleras (COCLA) / Peru COCAPEC (Cooperativa de Caficultores e Agropecuaristas) / Brazil Coffee a Cup Cooperative / Uganda Coffee Management Services Ltd. (CMS) - Thiriku FCS / Kenya Comac Estate Pte / China COOP CEDROS Café / Peru Cooperativa Agraria Cafetalera (CAC) Satipo / Peru Cooperativa Agraria Cafetalera Tahuantinsuyo de Pichanaki N° 5 / Peru Cooperativa Agraria dos Caficultores de São Gabriel - COOABRIEL / Brazil Cooperativa Agrícola Industrial Victoria / Costa Rica Cooperativa Agropecuaria Centro Serrana (Coopevi) / Brazil Cooperativa Cúzcachapa de R.L. / El Salvador Cooperativa de Caficultores de Andes (Cooperandes) / Colombia Cooperativa de Produção dos Caficultores do Cerrado de Araguari - Coocacer Araguari / Brazil Cooperativa dos Caficultores da Região de Lajinha (COOCAFE) / Brazil Cooperativa dos Caficultores da Zona de Tres Pontas (COCATREL) / Brazil Cooperativa dos Caficultores da Zona de Varginha (Minasul) / Brazil Cooperativa dos Caficultores do Sul do Estado do Espírito Santo (CAFESUL) / Brazil Cooperativa Regional de Caficultores em Guaxupé (Cooxupé) / Brazil Cooperativa Regional dos Caficultores de São Sebastião do Paraíso (Cooparaíso) / Brazil Deep River Estate / Kenya Dehong Hogood Coffee Co. / China Eakmat / Vietnam Ecologi Harvest Chanchamayo / Peru El Saitilal / El Salvador Expocacer - Cooperativa dos Caficultores do Cerrado / Brazil Fairview Estate / Kenya Fazenda Iracema / Brazil Fazenda Pilar / Brazil Federación de Cooperativas Agrícolas de Productores de Café de Guatemala (FEDECOCAGUA) / Guatemala Federación Nacional de Cafeteros de Colombia (FNC) / The Netherlands Finca el Platanillo / Guatemala Finca Nuevo Mexico / Mexico Gatunay Kigio Farmers Cooperative Society / Kenya Gitahka Estate / Kenya Green Hills Bolaven / Laos Honduran Quality Coffee S de R.L. / Honduras Hop Tac Xa Ca Phe Tan Nong Nguyen / Vietnam Irrigithathi Estate (Kangema Farmlands Ltd.) / Kenya Itapuan Coffees / Brazil Jose Miguel Antonio Menendez y Jaime Roberto Menendez Avelar (MACANCE) / El Salvador Kabonera Coffee Farmers' Association / Uganda KADERES Peasants Development Public Limited Company / Tanzania Kagera Cooperative Union (KCU) / Tanzania Kahawa Link Company / Burundi Kange Cooperative Society / Papua New Guinea Kangoriaki Farmers Cooperative Society / Kenya Kawethei Farmers Cooperative Society / Kenya Kigutha Estate / Kenya Kihuri Estate / Kenya Kofinat / Kenya Lam Vien Coffee Cooperative / Vietnam Limmu Coffee Farm / Ethiopia Mabira Coffee Farmers' Association / Uganda Machure Coffee Estate / Kenya Magumu Estate / Kenya Maji Mzuri Estate / Kenya Manira Estate / Kenya Mihando Estate / Kenya Muhugu Estate / Kenya Mukasa Estates / Uganda Mzuzu Coffee Planters Cooperative Union / Malawi Nsangi Coffee Farmers Association (NCFCA) / Uganda Phuoc An Coffee / Vietnam Productores de Guatimoc S. de S.S. / Mexico Pronatur / Peru Pueblos en Acción Comunitaria (PAC) / Nicaragua Satemwa Tea Estates / Malawi Sítio Fortaleza / Brazil Sociedad Cooperativa de Cafetaleros de Ciudad Barrios (CAFECIBA) / El Salvador Socropcam / Cameroon State-operated Xincheng Farm / China Tade GG Highland Forest Coffee Producer PLC / Ethiopia Unión de Cooperativas de Café Especiales Cordillera Isabela (UCCEI) / Nicaragua Union Régionale Victoire (UIREVI) / Ivory Coast (Côte D'Ivoire)

## FINAL BUYER

Ajinomoto General Foods (AGF) / Japan ALDI Einkauf / Germany ALDI Nord / Germany Alois Dallmayr Kaffee / Germany Batu Giling Farmstead Sdn. Bhd. / Malaysia Beyers Koffie / Belgium Bun Pty Limited Trading as Bun Coffee / Australia C.A. Wille Handels- und Verwaltungsgesellschaft mbH / Germany Coop Genossenschaft / Switzerland Deutsche Extrakt Kaffee (DEK) / CAFEA / Germany EKAF Industria Nazionale del Caffe / Italy Fichaux Industries / France Gimoka / Italy Gustav Paulig / Finland Instantina Nahrungsmittel Entwicklungs- und Produktions / Austria J. Hornig / Austria Julius Meinl Industrieholding / Austria Kfee System / Germany Kjeldsberg Kaffebrenneri AS / Norway Koffie F. Rombouts / Belgium Koffiebranderij J.W. Hesselink &zn bv / The Netherlands Mondelēz International / United States (USA) Krüger / Germany Lidl / Germany Löfbergs Lila / Sweden Melitta Europa / Germany Naber Kaffeespezialitäten Handels GmbH / Austria Nestlé / Switzerland Röstfein Kaffee / Germany Santora Kaffee-Systeme / Austria Strauss Commodities / Switzerland Tchibo / Germany Tenco Cafés / Portugal UCC Coffee Switzerland (Schweizerische Kaffeeroertereien) / Switzerland

## CIVIL SOCIETY

Café Africa Uganda / Uganda Christliche Initiative Romero (CIR) / Germany Fair Trade Organization Kenya (FTOK) / Kenya Fairtrade Labelling Organizations (FLO) International / Germany FUNDE (Fundación Nacional para el Desarrollo) / El Salvador ONG Aidons les Déplacés / Ivory Coast (Côte D'Ivoire) Pesticide Action Network (PAN) UK / United Kingdom PROCAFE / El Salvador Rainforest Alliance (RA) / United States (USA) Solidaridad Network / The Netherlands TechnoServe (TNS) / United States (USA) UTZ CERTIFIED / The Netherlands

## INTERMEDIARY BUYER

Agrobrasil Coffee / Brazil      Agroindustrial y Comercial Arriola e Hijos (AICASA) / Peru      Amazonas Trading Peru / Peru      Anh Minh Company / Vietnam      Anh Nhat Minh Highland Coffee Co. / Vietnam      Armajaro Trading / United Kingdom      Asal Jaya / Indonesia      Asia Makmur / Indonesia      Atlântica Exportação e Importação / Brazil      Baoshan White Tiger Coffee Commercial Import & Export / China      BTG Pactual Commodities / Switzerland      BTG Pactual Commodities / Brazil      Café de Exportación S.A. (CADESA) / Honduras      Café Tres Corazones / Brazil      Cafe Ventura / Honduras      CAFECO / El Salvador      Caffex (Cafés Finos de Exportación S.) / Honduras      Cat Que Trading and Production Company / Vietnam      Cobinex Connect Brasil Import Export / Brazil      Coex Coffee International / United States (USA)      Coffee Management Services (CMS) / Tanzania      Coffee Planet Corporation / Honduras      Coffy Handels-Gesellschaft Bremen mbH / Germany      Comercio & CIA / Peru      Comércio de Cafés do Brasil (CAFEBRAS) / Brazil      Comexim Comercio de Exportação e Importação / Brazil      Compañía Jinotegana del Café (COJICAFFE) / Nicaragua      Cong Ty CPDT & XNK An Phong Dak Nong / Vietnam      Cooperativa Agrícola de Unai Ltda - COAGRIL / Brazil      Cooperativa Agropecuária de Carmo do Paranaíba Ltda. / Brazil      Cooperativa Agropecuária de Nepomuceno (COAGRONEP) / Brazil      Costa Café COM EXP IMP / Brazil      CV. Antara Saudara / Indonesia      Dai Loc Co. / Vietnam      DTK Corporation / Vietnam      Ecom Agroindustrial Corp / Switzerland      Elico Agency / Belgium      Exportadora de Café Guaxupé / Brazil      Exportadora El Volcán / El Salvador      Exportadora Romex S.A. / Peru      Finagra (UK) / United Kingdom      Hamburg Coffee Company HACOFCO / Germany      Ho Phuong Co. / Vietnam      Hoa Trang Gia Lai Import Export Company / Vietnam      Hung Yen / Vietnam      HVC Exportaciones / Peru      Ibericafé Import / Spain      Icatu Comércio Exportação e Importação / Brazil      IMPEXCA / Nicaragua      Iniciativas Comerciales Navaras (ICONA) / Spain      Intimex Daknong / Vietnam      Intimex Group / Vietnam      Intimex My Phuoc / Vietnam      Intimex Nha Trang Import-Export Coffee / Vietnam      Inversiones Agroindustriales S.A. (INAGINSA) / Honduras      Inversiones Café Moreno / Peru      ITOCHU Corporation / Japan      J. Th. Douqué's Koffie / The Netherlands      JR Comércio e Exportação de Café / Brazil      Kaffee-Import Compagnie (KIC) / Germany      Kanematsu Corporation / Japan      Kunming Fumin Import and Export Co. / China      Lampung Robusta Coffee / Indonesia      Lanç - Comercio de Matérias Primas / Portugal      Legender Specialty Coffees / Brazil      Louis Dreyfus Commodities (LDC) / Switzerland      Marubeni Corporation / Japan      MC Coffee do Brasil / Brazil      Menegueli & Garcia Comércio e Exportação de Café / Brazil      Mercon Coffee Group / United Kingdom      Minh Huu / Vietnam      Minh Tien Coffee Private Enterprise / Vietnam      Mitsui & Co. / Japan      Monpi Coffee Exports Ltd. / Papua New Guinea      Mullege / Ethiopia      Nam Nguyen Trading - Binh Duong Branch / Vietnam      Nam Nguyen Trading Co. Ltd / Vietnam      NB Tealdo & Co. / Peru      Nedcoffee / The Netherlands      Negociaciones Agroindustrial Arévalo (NARSA) / Peru      Negociaciones y Exportaciones LLACTA / Peru      Neumann Gruppe GmbH for and on behalf of Neumann Kaffee Gruppe / Germany      Nguyen Huy Hung / Vietnam      Nhu Tung Ltd. Co. / Vietnam      Nicchio Sobrino Café / Brazil      Noble Brasil / Brazil      Noble Colombia / Colombia      Noble Resources Vietnam / Vietnam      Olam International / Singapore      OVM / Peru      Perales Huancaruna (Perhusa) / Peru      Peruvian Coffee / Peru      Petec Coffee / Vietnam      Phu Sinh Corporation / Vietnam      PRATAPERAIRE Comercio Exportação e Importação de Café / Brazil      Puer Kefei Coffee / China      Puer Livesun Trading / China      Racafe & CIA S.C.A / Colombia      Rashid Molledina & Co. (MSA) / Kenya      Sagrados Corazones Industria e Comercio de Alimentos / Brazil      Sarimakmur Tunggal Mandiri / Indonesia      Sendas Comercio Exterior & Armazens Gerais / Brazil      Simexco Dak Lak / Vietnam      Socade SA Groupe Touton / Switzerland      Sopex Asia / Singapore      Sucafina / Switzerland      Supremo / Belgium      Surya Bumi Sentosa / Indonesia      Taman Delta Indonesia / Indonesia      Terra Forte Exportação e Importação de Café / Brazil      Thai Binh Nguyen Import Export / Vietnam      Thao Nguyen Agricultural Products / Vietnam      Thuong Mai Dich Vu Hoang Quyen / Vietnam      Tin Nghia Corporation (TIMEXCORP) / Vietnam      Toan Hang Daknong / Vietnam      Tong Teik / Vietnam      Trinh Suy Co. Ltd. / Vietnam      Tristão Cia. de Comércio Exterior / Brazil      Tristão Trading (Panama) / United Kingdom      Trung Tri Lam Dong Co. / Vietnam      Tuan Nguyen Lam Dong Co. / Vietnam      Ulubelu Cofo Abadi / Indonesia      Unicafé Companhia de Comércio Exterior / Brazil      Valorização Empresa de Café / Brazil      Viet Nam National Coffee Corporation (Vinacafe) / Vietnam      Vinacafe Dalat / Vietnam      Vinh Hiep Co. Ltd / Vietnam      Volcafe / Switzerland      Walter Matter / Switzerland      YL Coffee & Tea Ltd. I / China      Yunnan Bobang Coffee Co. / China      Yunnan Coffee Processing Plant / China      Yunnan Simao Beigui Coffee Co. / China      Yunnan Volcafe Co. Ltd. / China

A Rural Corretora de Café e Cereais SS / Brazil      Coffee Management Services (CMS) / Kenya      Cooperativa Agropecuaria Regional Unión Chinacala (Caruchil) / Honduras      Exata Corretora (Rodrigo Pelucio de Lima e Cia Ltda) / Brazil      I & M Smith / South Africa      Khuc Gia Thanh / Vietnam      Minh Nhat Vina Coffee Co. Ltd. / Vietnam      Thuong Mai Phuc Minh / Vietnam

## AGENT / BROKER

ABN AMRO Bank / The Netherlands      African Fine Coffees Association (AFCA) / Uganda      Anacafé (Asociación Nacional de Café) / Guatemala      Asociación Mexicana de la Cadena Productiva del Café, A.C. (AMECAFE) / Mexico      Consejo Salvadoreño del Café (CSC) / El Salvador      Conselho dos Exportadores de Café do Brasil (CECAFE) / Brazil      Conselho Nacional do Café (CNC) / Brazil      Deutscher Kaffeeverband (DKV) / Germany      Erwin R. Roertert Steenbruggen / The Netherlands      European Coffee Federation (ECF) / The Netherlands      Federal Ministry for Economic Cooperation and Development (BMZ) / Germany      Flanders International Cooperation Agency (FICA) / Belgium      Molenbergnatie / Belgium      National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE) / Uganda      Norwegian Coffee Association (NCA) / Norway      Pacorini Vietnam / Vietnam      Rabobank Group / The Netherlands      RIAD (Reseau Ivoirien Agriculture Durable) / Ivory Coast (Côte D'Ivoire)      Swiss Coffee Trade Association (SCTA) / Switzerland      Thanh Ha (Haforexim) / Vietnam      The British Coffee Association (BCA) / United Kingdom      Unión de Cooperativas de Cafetaleros de El Salvador (UCAFES) / El Salvador      Vietnamese Coffee and Cocoa Association (VICOFA) / Vietnam      Yara International / Norway

## ASSOCIATE

Albrecht Schwarzkopf / Germany      Annemieke Wijn / Germany      Bernardo van Raji / Brazil      Carsten Schmitz-Hoffmann / Germany      Filtone Chinyemba Sandando / Zambia      Heidi Feldt / Germany      Hein Jan van Hiltien / South Africa      J.A.J.R.Vaessen / The Netherlands      Jan de Smet / Belgium      Joppe Vanhorick/The Netherlands      Kerstin Linne-GreenLine Consulting/Germany      Louis Ban-Koffi/Ivory Coast(Côte D'Ivoire)      Markus Fischer/Costa Rica      Morten Scholer/Switzerland      Olivier Naray / Switzerland      Patrick Leheup / Switzerland      Ramaz Chanturiya / Russian Federation      Robert Waggwa Nsibirwa / Uganda      Ryota Ito / Japan      Sri Saroso / Indonesia      Surendra Kotecha / United Kingdom      Viviana Jiménez / United Kingdom      Wolfgang Heinrichy / Germany

## INDIVIDUAL MEMBERS

Note: New members are highlighted in orange  
 Founding members are highlighted in green

# DIRECTORY

## COUNCIL

The Members of the 4C Association would like to express their appreciation and gratitude to the members of the Council for the countless hours and energy that they have dedicated in 2014 to advance the 4C Association and contribute to a better coffee world.

### Producer Representatives

**Robert Waggwa Nsibirwa (Chair)**, AFCA

**Le Ngoc Bau**, VICOFA

**Adriana Mejia Cuartas**, FNC

**Alexandre Vieira Costa Monteiro**, Cooperativa Cooxupé

### Trade & Industry Representatives

**Linda Butler (Vice Chair)**, Nestlé

**Cornel Kuhrt**, Tchibo GmbH

**Mark Furniss**, Volcafe

**Francesco Tramontin**, Mondelēz International

### Civil Society Representatives

**Albrecht Schwarzkopf (Treasurer)**, CIR

**Keith Tyrell**, PAN UK

**Marcel Clement**, Rainforest Alliance

**John Schluter**, Café Africa

### M & E Sub-Committee

**Cornel Kuhrt (Chair)** / Trade & Industry / Tchibo

**Adriana Mejía Cuartas** / Producer / Federación Nacional de Cafeteros de Colombia (FNC)

**Keith Tyrell** / Civil Society / Pesticide Action Network UK (PAN UK)

### Finance Sub-Committee

**Albrecht Schwarzkopf (Chair)** / Civil Society / Christian Initiative Romero (CIR)

**Robert Waggwa Nsibirwa** / Producer / African Fine Coffee Association (AFCA)

**Mark Furniss** / Trade & Industry / Volcafe

### Mediation Board

**Wolfgang Heinrichy (Chair)** / WhyCom GmbH / Trade & Industry

**Joseph J. Taguma** / Zambia Coffee Growers Association / Producer

**Mathias Nabutele** / Coffee a Cup Cooperative / Producer

**Ernesto Lima Mena** / Cooperativa Cuzcachapa de R.L. / Producer

**Yoshikatsu Ideguchi** / Kanematsu Corp. / Trade & Industry

**Reiles Zapata Ramos** / Comercio & CIA S.A. / Trade & Industry

**Le Duc Huy** / Simexco Daklak Ltd. / Trade & Industry

**Andree Jürgens** / Melitta Europa GmbH & Co. KG / Trade & Industry

**Annemieke Wijn** / Anchor Consult / Civil Society

**Anne Sophia Mukua** / Fair Trade Organization Kenya FTOK / Civil Society

**Franziska Humbert** / Oxfam Germany / Civil Society

**Surendra Kotecha** / Industry Coffee Advisor / Non-Affiliated

### Technical Committee

**John Schluter (Chair)** / Civil Society / Café Africa

**Dr. Kimemia** / Producer / Kenya Coffee Research Foundation

**Cesar Augusto C. Candiano** / Producer / AGROECO

**Mr. Jonathan Clark** / Trade & Industry / Dakman

**Mr. Juan Camilo Ramos** / Trade & Industry / Racafé

**Mrs. Michelle Deugd** / Civil Society / Rainforest Alliance

**Mrs. Indira Morena Echeverri** / Civil Society / Utz Certified

## 4C Secretariat (as per 1st June 2015)

Executive Director	Melanie Ruttens-Sülz
Director Sustainability Innovations	Annette Pensel
Management and HR Officer	Angela Stölzle
Standards Manager	Juan Isaza (Head of Standards & Verification)
Key Account Manager	Caroline Glowka
Communications Manager	Verónica Pérez Sueiro
Communications Manager	Josh Edwards
Finance Manager	Thomas Müller-Bardey (Head of Central Services)
Administration Officer	John Hurd
IT Officer	Carmelo Bivona
Project Manager	Lars Kahnert (Head of Collaboration & Development)

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A close-up photograph of a coffee plant, showing dense green leaves and small white flowers or buds. The image is slightly blurred, creating a soft, natural feel.

[www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org)