



**WOMEN'S COFFEE BRINGING
GREATER GENDER JUSTICE**



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INTRODUCTION

The report aims to contribute to the wealth of experience and research on gender justice with very specific examples from Twin's work with producer organisations (POs) in Africa and Latin America. We set out the case for why Twin's multi-level intervention approach is necessary to stimulate change and bring greater gender justice and the role that Women's Coffee can play.

At market level, Twin has developed and piloted for several years a concept for 'Women's Coffee' which is fully traceable to female farmers, includes a premium for women's development and contributes to a wider programme of work on gender justice. We look in detail at some of our work with POs on gender justice and the successes and challenges of Women's Coffee for female coffee farmers, for POs and for the market.

TWIN'S VISION FOR WOMEN'S COFFEE

Coffee grown by women and traceable to them is an instrument to achieve greater gender justice within the household, community and PO. Women's Coffee gives recognition to the value of female farmers and connects work on gender justice with the value chain.

To create lasting change, Women's Coffee must form part of a broader framework of intervention on gender justice at household, PO, market and international levels.



METHODOLOGY

RESEARCH METHOD FOR THIS REPORT

In 2014 and 2015, as part of our Maanda Comic Relief-funded project, Twin conducted gender assessments in eight POs across East Africa, setting indicators and benchmarks to inform our programme.

This included visiting every PO who produce Women's Coffee to understand 1) the starting point for work on gender, 2) the current situation, including how Women's Coffee is produced and managed, 3) changes produced so far on gender dynamics and the next steps.

The case studies shared in this report come directly from this research, plus an additional case study from Peru.

For the market for Women's Coffee, we wanted to find out more from

industry contacts, who are already engaged and committed to ethical supply chains, about what they thought of the concept of a 'Women's Coffee' and better understand the opportunities and challenges.

With help from Atlas Coffee Importers, we surveyed our contacts in the US, Europe and Asia between January and March 2016. We received over 100 responses, 85% from the US, 13% from Europe and 2% from the Asia-Pacific region; from small-scale to larger roasters, importers and brands.

The full results from the survey are available at twin.org.uk

WIDER RESEARCH

There have been numerous publications

and examples which set the framework for good practice on gender and coffee. They include the 2015 SCAA White Paper, 'A Blueprint for Gender Equality in the Coffeelands', the CQI's Partnership for Gender Equity 2015 report, 'The Way Forward – Accelerating Gender Equity in Coffee Value Chains', and Twin's 2013 publication 'Empowering Women Farmers in Agricultural Value Chains'.

Twin is currently researching land ownership in East Africa – a key issue in achieving gender justice and expects to publish this research in April 2016.



GENDER JUSTICE



HOUSEHOLD LEVEL

Women's Coffee means women have a direct income and family dynamics begin to shift.

Savings and Credits Schemes are established, and Women's Committees formed to manage the premium from Women's Coffee, provide female solidarity and access to formal structures.

Ongoing community work on gender

To consider the need for economic and social change and develop shared visions for the future (includes GALS tools).

Gender Action Learning Systems (GALS)

Gender Action Learning Systems = participatory methodology. Helps men and women to visualise and understand gender dynamics and to plan together.



NATIONAL / INTERNATIONAL LEVEL

Women's Coffee increases the visibility of female farmers and shows that the coffee industry is committed to improving gender justice. It also helps to highlight barriers to market entry for women.

Land ownership

Essential for female participation and greater gender justice: women must usually own land or trees and be registered members to deliver coffee and receive payment.

Advocacy

Includes participation in regional, national and international conferences; publication of research e.g. into best practice and land access.





PRODUCER ORGANISATION LEVEL



Women's Coffee helps to change gender dynamics at an organisational level.

Governance

Can include a requirement for minimum number of women on the board; is linked to training and gender policy.

Leadership/training

Training in gender justice and governance for elected farmer delegates; emphasis on opportunities for women in non-executive and executive positions.

Gender Policy

Embeds existing gender justice practices and states future aims and actions. Informs strategic and yearly work plans.

Technical training

Traceability and high quality are essential for Women's Coffee; it needs separate processing and storage, and training accessible to women to ensure quality.

MARKET LEVEL



Women's Coffee raises awareness at market level about gender justice in coffee communities. It ensures coffee is traceable to women and that they receive payment for their work. The premium (recommended 20c/lb) supports work on gender justice.

Communicating the impact

It is a challenge to engage consumers: it requires a highly visible relationship across the supply chain, with facts and personal stories to inspire people to choose Women's Coffee.



PRODUCER ORGANISATION CASE STUDIES

We wanted to understand why Women's Coffee is important to the women themselves; to understand the context in each PO and, where relevant, the possibilities for change that we hope to create through Women's Coffee sales. We found that each PO has its own distinct path towards gender justice and the role that Women's Coffee has, or has not had to play, is different in each case.

These case studies look at Women's Coffee and work on gender justice at Bukonzo Joint Cooperative Union and Gumutindo Coffee Cooperative Enterprise in Uganda; Kopakama in Rwanda; Muungano Coffee Cooperative in DR Congo; Mzuzu Coffee Planters Cooperative Union in Malawi; and Pangoa Coffee and Cocoa Cooperative in Peru.



GENDER ACTION LEARNING SYSTEMS = GALS

GALS uses simple graphics, drawings, song and role play to work with groups of women and men in a community-led approach, working towards social, economic and political transformation.

One exercise is to create a 'gender balance tree' (pictured right). Participants draw pictures onto a tree outline; at the roots they draw the different activities carried out by women and by men in coffee farming families; on the branches they draw different ways that income is spent and by whom; within and on either side of the trunk, they look at property and decision-making. This helps people in a very practical way to visualise and understand different aspects of their lives and identify ways forward. Through GALS, women and men often come to

understand the benefits of more equal participation.

Bukonzo Joint was the first PO that we work with to firstly implement PALS (Participatory Action Learning Systems) in 2004, evolving to GALS in 2007. The approach was developed by Linda Mayoux with support from Oxfam Novib.



PRODUCER ORGANISATIONS = POs

Producer organisations, as referred to in this report, are cooperatives of smallholder farmers (usually a cooperative union of primary societies or community-level cooperatives).

POs provide collective processing and marketing services to their members, and seek to increase 'value' to their farmer members over time, through increased income, investments in infrastructure and assets, and work on social justice and environmental sustainability.

Twin seeks to strengthen POs as a key route to empowerment and sustainable development for smallholder farmers. More detail in our 'Theory of Change' available to download at twin.org.uk

BUKONZO JOINT COOPERATIVE UNION: GENDER EQUALITY AT ITS CORE

LOCATION Rwenzori Mountains, Western Uganda **PRODUCERS** 4,043 women; 1,421 men; 55% of board are women

FOUNDED 1999 as a micro-finance cooperative, first coffee exports in 2010. Bukonzo Joint do not market Women's Coffee as a separate product

THE STARTING POINT...

Since its beginnings as women's community savings self-help groups in 1992, to becoming a micro-finance cooperative and finally a successful specialty coffee cooperative union, Bukonzo Joint has been dedicated to enabling the equal participation of women.



Bukonzo Joint makes the business case for gender justice clear: equality (including women's participation in the PO and the household), is a crucial factor in the coffee quality equation, since it is women who are often responsible for coffee production. Seeing the direct link between better quality coffee and increased income has motivated farmers to improve practices, and invest in increasing productivity.

Bukonzo Joint was one of the first POs to work with GALS, and has used it to promote voluntary joint land agreements between husband and wife, and increase awareness of inheritance rights.

THE CURRENT SITUATION...

Bukonzo Joint uses GALS across all of its group activities, from farmer workshops to board meetings, to enhance the

participation of women within the coffee value chain. Bukonzo Joint also uses the methodology to promote youth leadership and to assist other cooperatives in replicating the approach.

In 2015, Bukonzo Joint won the SCAA Sustainability Award for its approach to gender justice. Bukonzo Joint does not sell Women's Coffee as a separate product. Rather, its approach to gender justice brings an intrinsic value to its coffee: loyal buyers recognise that Bukonzo Joint's approach adds to the quality of the coffee, as well as to the quality of life for coffee farming families.

Bukonzo Joint believes that there is a direct relationship between their commitment to gender equity and the effect on coffee quality, with average

SCAA cupping scores increasing from 77 in 2011 to 85.75 in 2014 (scaa.org).

With its unique history of work on gender justice and majority female membership, Bukonzo Joint has gender justice at the heart of its identity. Within this context, they do not believe it beneficial to separate and market a coffee as 'Women's Coffee'.

THE NEXT STEPS...

Bukonzo Joint is working to formalise voluntary land agreements with the local authorities.

An official gender policy is being developed, following a workshop with members. In 2016, Bukonzo Joint will work with university students on advocacy through researching the GALS approach.



GUMUTINDO COFFEE COOPERATIVE ENTERPRISE: DEVELOPING GENDER PROJECTS

LOCATION Mt Elgon, Eastern Uganda PRODUCERS 2,152 women: 7,970 men: 45% of board are women FOUNDED 2003
FIRST WOMEN'S COFFEE EXPORTS 2013 (9 metric tonnes) WOMEN'S COFFEE EXPORTS IN 2015 18 metric tonnes

THE STARTING POINT...

Gumutindo has always encouraged female participation both at the PO management level and at the farm level. However, female membership remains low, at around 15%. This is largely due to membership being for the family and it usually being registered in the name of the male in the household. For women to deliver Women's Coffee, they must be gifted land or inherit it and be a registered member of the PO in their own right.

Gumutindo has a strong history of engaging with funders on projects and activities which specifically target women. These include the Send a Cow (sendacow.org) scheme to distribute dairy cows to women in communities; community savings and credit groups;

awareness raising through community theatre; and WIEGO leadership training (wiego.org – Women in Informal Employment: Globalising and Organising).

At the PO level, Gumutindo established gender policies for staff recruitment and leadership; to promote co-ownership of land; and to encourage female membership. Women's Coffee now forms part of this dynamic.

THE CURRENT SITUATION...

Women's Coffee premiums are distributed directly to the women who produce the coffee.

Within the PO, it seems that amongst both female and male farmers there are quite different expectations and

perceptions of Women's Coffee. Some see Women's Coffee mainly as a means to increase family income from the women's coffee plots; others see it as a result of working together and changing gender dynamics; some are interested in the idea of developing a 'Family Coffee' concept, rather than 'Women's Coffee', which would represent men and women working together in harmony.

Farmers indicated that they are finding GALS helpful in managing potential conflict arising from women earning and managing their own income from coffee for the first time. GALS began in 2012 in two primary societies and they believe that the increase in female membership to around 25% in these areas is as a result.

THE NEXT STEPS...

Gumutindo is considering using the very active community-level Savings and Credit Schemes to introduce discussions about managing the Women's Coffee premium collectively, and eventually formalising the groups into Women Committees.

They plan to roll out GALS to other primary societies. Gumutindo is developing a gender policy to review the work accomplished so far; identify links between the different gender initiatives and define a path forward. They are actively considering how to increase female membership and exploring further voluntary land ownership agreements and the role of GALS in promoting understanding.



I can make a decision when I have my own coffee to sell. 100% of the coffee money comes home and is spent at home. In the 1990s, my husband sold our coffee and he carried the money. That was the end of my story in knowing about the coffee, how much he got and how much came home.

OLIVA KISHERO, VICE-CHAIR OF GUMUTINDO, CHAIR OF BUGINYANYA PRIMARY SOCIETY, SUCCESSFUL COFFEE FARMER, MOTHER OF 7

KOPAKAMA: WOMEN AFFECTED BY CONFLICT

LOCATION Eastern shore of Lake Kivu, Rutsiro, Western Rwanda **PRODUCERS** 284 women; 412 men; 40% of board are women
FOUNDED 1998 **FIRST WOMEN'S COFFEE EXPORTS** 2013 (4.5 metric tonnes) **WOMEN'S COFFEE EXPORTS IN 2014/15** 9 metric tonnes

THE STARTING POINT...

Addressing gender equality at Kopakama began as a result of the Rwandan national policy to support women and young people. Many women are widows and orphans from the Rwanda genocide in 1994 and a large number of households are headed by women.

The Women's Committee began as an informal group created in 2008 by 180 female members; mainly women affected by genocide (widows, wives of convicts, orphans).

“ We work together in this field; we share ideas, resources and childcare and use this time for moral support.

WOMEN'S COMMITTEE MEMBER

Kopakama purchased a plot of land (1.5 hectares/3000 trees) in 2010 and allocated it to the Women's Committee. The aim was to use it as a training field to address the problem of quality and unity: coffee was being neglected by female farmers, due to both a lack of training and life pressures on women as heads of households; following the genocide there was a lot of misunderstanding and division amongst Rwandan people – to meet and work together in the field gradually rebuilt trust and friendship. The women named the field Ejo Heza (A Beautiful Tomorrow).

THE CURRENT SITUATION...

Coffee produced in the Ejo Heza field, and from female members' own trees, is all processed as fully traceable 'Women's Coffee'. However, only the best quality coffee is sold as such, incentivising

women to take pride in the quality of their coffee and use organic best practices. Ejo Heza is also a demonstration plot for other members.



“ Empowering women in their household, communities and in the cooperative is one of our fundamental objectives.

KOPAKAMA LEADERSHIP

Ejo Heza's sales are managed by a committee of five women. Approximately two thirds of the income is redistributed to the women, and one third is retained in a fund to be allocated either to women in need, or for future investment. The Women's Committee decides at the general assembly how the Women's Premium obtained through coffee sales will be spent.

One person from the Women's Committee participates in the administrative board of Kopakama representing women's concerns.

Female membership is increasing and it is thought that Women's Coffee is largely responsible, with husbands gifting trees to their wives. In 2015, Kopakama introduced GALS for the first time, with the aim of understanding and maximising the impact of Women's Coffee on gender dynamics at the household level.

THE NEXT STEPS...

Kopakama is developing a gender policy which encompasses the strategic direction of the gender work and the role of Women's Coffee in the future. Kopakama is aiming to differentiate more of its coffee, through gaining Rainforest Alliance and Organic certifications, as well as by selling more Women's Coffee.



MUUNGANO: SUPPORTING GALS HOUSEHOLD DYNAMICS

LOCATION Northern region of South Kivu, Eastern DR Congo **PRODUCERS** 1,643 women; 2,712 men
FOUNDED 2009 **FIRST WOMEN'S COFFEE EXPORTS** Expected in 2016

THE STARTING POINT...

Muungano began a programme of gender work at the household level in 2013 in one of its 16 primary societies, Nyabirehe.

The work is focussed around GALS and credit and savings schemes. Through

GALS, men and women are using the tools to better understand their rights in relation to distribution of work, time usage, decision making and property.

THE CURRENT SITUATION...

The concept of Women's Coffee was welcomed by PO staff and by the female farmers, mainly those already working together in the GALS group.

In October 2015, Muungano received funding to support the production and marketing of Women's Coffee from 2016. Muungano is in the process of establishing a full traceability system and ensuring that the quality is at the level expected in the specialty coffee market. There is already interest and commitment from buyers in the US and UK specialty markets.

Two women were elected on to the board of Muungano for the first time in January 2016.

THE NEXT STEPS...

Muungano leadership showed commitment to invest in activities to promote the development of gender justice and is keen to extend the GALS approach to more communities.

In 2016, Muungano aims to produce 30% of their coffee as 'Women's Coffee'. They plan to ensure that Women's Coffee is strongly linked to ongoing activities on gender at the household and PO levels, enabling the income received by women to be used as leverage for ongoing women's empowerment work.





ff Being part of GALS was a revelation. We realised my husband and me could work together and have a common vision for the family. As a consequence, our coffee business was considered as family business and we make joint decisions on income and expenditure. My dream is for my daughters to have a happy life and to continue our coffee work.

MAPENDO MUSHEMA, MEMBER OF MUUNGANO WITH 350 TREES, AGED 38, MOTHER OF 8

MZUZU COFFEE PLANTERS COOPERATIVE UNION: MOTIVATED BY BUSINESS

LOCATION	Northern and Central mountainous parts of Malawi	PRODUCERS	2,500-3,000 members. 24% women; 30% of board are women		
FOUNDED	2007	FIRST WOMEN'S COFFEE EXPORTS	2012/13	WOMEN'S COFFEE EXPORTS IN 2014/15	55.2 metric tonnes

THE STARTING POINT...

Mzuzu were interested in the business case for involving women directly in the PO: their rationale being that as women did much of the work on the family farm, if they also participated in training and were remunerated directly for their work, it would likely impact positively on productivity and quality.



Mzuzu began an internal 'Women in Coffee' Campaign in 2012, encouraging men to share their land with their wives to enable them to join the PO in their own right.

THE CURRENT SITUATION...

Mzuzu believes that the Women in Coffee programme is gradually giving women a voice and empowering them on decision making.

At household level, men and women have their own coffee trees and earnings are generally kept separate. The Women's Coffee Premium is received separately, with 35% invested directly in a women's microcredit scheme: women are encouraged to develop a business plan to access a revolving fund, which they are using for initiatives such as establishing

market gardens to generate extra income. 40% of the premium is paid directly to the women; with 25% used for women's activities at primary society and PO levels.

“ Selling our coffee separately from our husbands has transformed our position in the family, from begging for money from our husbands to being equal partners.

DISCUSSION WITH WOMEN IN MLERE ZONE, MZUZU

At farm level, field officers are aware of the importance of the Women's Coffee being of the highest quality. Female participation in mixed demonstration plots had always been low and so six separate demonstration plots were established for female growers so that women could work



together to raise their own coffee seedlings and receive separate training and gain in confidence in their new expertise.

Men also state that they are happy with women separating the coffee and selling it independently. As one farmer explained, 'My wife was not satisfied with me as the husband sharing the proceeds from coffee, no matter how much I gave her. But if she has her own coffee and manages the proceeds herself then she is independent and cannot be unsatisfied. If only the husband knows coffee and he passes away the wife will be in problems. Now if the husband dies the wife can take over his coffee and still continue.'

For Mzuzu, Women's Coffee has become an important focal point and stimulus for all other gender activities. In 2012, it prompted

Mzuzu to appoint a gender coordinator, and draft a Women's Department Policy to promote the economic empowerment of women. At PO level, there is a Women's Committee, with two women from this committee representing female farmers on the board.

THE NEXT STEPS...

Mzuzu has been very successful in marketing Women's Coffee, and is now broadening its focus to develop a wider programme of work to address gender dynamics at household and PO levels, to include GALS.

As the volume of Women's Coffee increases, finding new buyers for Women's Coffee and promoting the concept to the coffee industry are top priorities for Mzuzu.

PANGOA COOPERATIVE: MANY YEARS OF WORK ON GENDER EQUALITY

LOCATION Junin, Central Peru PRODUCERS 124 women; 576 men FOUNDED 1977

FIRST WOMEN'S COFFEE EXPORTS 2015 (35 metric tonnes)

THE STARTING POINT...

Pangoa has a long history of working with women and an impressive female general manager in Esperanza Dionisio Castillo.

Pangoa established CODEMU, or the Women's Development Committee, in 1999. Its initial focus was to offer



microcredit and promote female leadership, but it has broadened its reach to include supporting initiatives such as a weekly women's farmers market to sell their fresh produce and cooking.

CODEMU is fully integrated into the PO cooperative structure and has around 60 members. They include individual female farmer members and the wives and daughters of members.

Pangoa began to work specifically on gender equality and female empowerment and capacity building in 1997. Four years ago, they started the product Women's Coffee (Café de Mujer) as a means of strengthening their work on gender justice.

THE CURRENT SITUATION...

In 2015, almost 20 years after work on gender justice began; Pangoa sold its first Women's Coffee through Twin to Taylors of Harrogate in the UK. 'Esperanza. Grown by Women.' (pictured left) is part of the Taylors Limited Edition range in mainstream retailers for the period January to April 2016.

The Women's Coffee is supplied by members of CODEMU. Part of the premium received from the Women's Coffee will be used on a women's preventive health programme. This is an area of health otherwise neglected by many as it is not seen as priority expenditure for family income.



Pangoa also has a programme on youth – promoting women and men under 35 to be members and work in the coffee business.

THE NEXT STEPS...

Taylor's plans to continue to buy the Women's Coffee to use in other Taylor's products.

In Pangoa, it is hoped that they can build on their Women's Coffee sales, and that it will encourage more women to participate in CODEMU and the PO.

“ Women are more and more in leadership positions in Pangoa. Illiteracy was a main impediment, but now the general manager, one board member and a member of the supervision committee are all women.

ESPERANZA DIONISIO, GENERAL MANAGER,
PANGOA.

CHALLENGES AND OPPORTUNITIES IN THE MARKET

WOMEN'S COFFEE IN THE MARKET

We believe that Women's Coffee products can play a significant role in promoting gender justice; as well as offering an exciting opportunity for producers and buyers to strengthen their partnerships and to secure a sustainable supply of high quality coffee. Women's Coffee also has the potential to engage and inspire coffee drinkers.



Building awareness for gender justice within the coffee industry has gathered momentum in recent years, now we hope that this will carry through to more coffees grown by women in the market.

In this section, we look at some of the existing Women's Coffee products; consider opportunities and challenges, (drawing on the results of a recent survey with coffee buyers); and examine how we work together across the coffee value chain to grow the market.

EXAMPLES OF EXISTING WOMEN'S COFFEE PRODUCTS

Café Femenino: began in Peru in 2004 between CECANOR and OPTCO and today has an established charitable foundation, market partners in North America and Europe, and works with

female producers across Latin America.

Seasonal Women's Coffees: many North American roasters now include Women's Coffees in seasonal ranges, including Allegro's Organic Coffee La Dueña, Coop Coffees Las Diosas from Nicaragua, and Atlas Coffee supplying East African Women's Coffees.

In the UK, a collaborative supply chain initiative between Twin, major retailer Sainsbury's, and the UK Department for International Development, resulted in a special edition Grown by Women Coffee from Kopakama being introduced to UK supermarket shelves, with a launch event at the Houses of Parliament on International Women's Day in 2014 as well as three years investment in the cooperative.

85%

of buyers believe that lack of consumer awareness is the main challenge for Women's Coffee.

Equal Exchange: in the UK has a permanent range of 'Grown by Women' Coffees, the first company in the UK to make this move.

Taylor's of Harrogate: Esperanza. Grown by Women: Inspired by the 2015 SCAA Symposium talks on gender equity, UK roaster Taylor's of Harrogate, worked with Pangoa Coffee and Cocoa Cooperative

in Peru to launch a Limited Edition product, Esperanza. Grown by Women. This launched in January 2016.

Alter Eco: In April 2016, Alter Eco launches its first Coffee Produced by Women, from Gumutindo in Uganda.

WHAT IS NEEDED TO CREATE OPPORTUNITIES FOR WOMEN'S COFFEE?

We surveyed over 100 buyers committed to ethical sourcing, mainly in the US and Europe, including artisan roasters, larger roasters, retail brands and importers. We discovered the following:

Success = quality; work on gender justice; and the social premium

The high quality of the coffee supplied by women emerged as a key factor in enabling Women's Coffee to be

successful. There is a widespread expectation that it should be at least average specialty grade. The social premium and a wider programme of work on gender justice are also very significant.

Traceability is crucial, certification less so

Opinion was split on whether a third party certification system is necessary, with concern raised by many that it could lead to increased costs and bureaucracy. However, there was a strong consensus that the traceability of the coffee to female producers is crucial.

fb Coffee 'Grown by Women' or 'Produced by Women' are the preferred labels for Women's Coffee.

CHALLENGES AND OPPORTUNITIES IN THE MARKET CONTINUED

'Grown by Women'

Coffee 'Grown by Women' or 'Produced by Women' are the preferred labels for Women's Coffee; providing the clearest description of what the product is.

However, there is some concern that this label may seem exclusive and there is interest, (more so, with respondents in the US) for a 'Gender Justice' Coffee.

80%

of buyers want more support to market Women's Coffee through stories, info on gender justice work and impact data.

Marketing Women's Coffee

Online, including a company's website and social media, are now the most important and widely used tools for reaching out to consumers. In the US, Facebook is mainly used, whereas in Europe, a company's website and Twitter are more significant.

Using a different product pack design is also important, to stand out and to clearly communicate what the product is about. Positive PR, such as newspaper and magazine articles, online features and radio mentions, also featured as significant, particularly in Europe.

WHAT ARE THE MAIN CHALLENGES IN MARKETING WOMEN'S COFFEE?

Lack of consumer awareness

All respondents to our survey cited a lack

of consumer awareness as being a major challenge for Women's Coffee, closely linked to low consumer demand and lack of appetite from retailers.

30% of respondents in the US, rising to 50% for buyers already purchasing Women's Coffee, and 20% in Europe, would consider purchasing Women's Coffee and paying the premium but not marketing it as such to the final consumer. This suggests that they are very committed to the cause (both for quality/sustainability of supply and gender justice) but lack of consumer awareness and demand makes marketing a Women's Coffee difficult.

Different realities

How do we communicate the need for change, and the positive impact that

95%

of buyers see quality as the key factor in their decision to buy Women's Coffee.

purchasing Women's Coffee can have? We don't want to appear too worthy so that a coffee loses its appeal, or at worst, create misunderstanding and appear to be discriminating against men with a female-only product.

As research demonstrates, the reality and rights of the majority of rural women in coffee producing countries are very different to that of women in developed economies

where most of their coffee is sold. This represents a challenge for building consumer awareness for Women's Coffee in an already crowded market place for 'ethical coffees'.

However, all respondents answered our question on what more could be done to promote Women's Coffee. There appears to be a strong desire from the coffee industry to support gender justice in coffee communities, and for Women's Coffee to be part of the equation.

WORKING TOGETHER TO GROW THE MARKET

Supplying inspiring and factual information to support Women's Coffee

77% of respondents in the US wanted more marketing materials to increase awareness, for example, inspiring stories and images from the women involved,

and details of the impact of the social premium. In Europe, this was also very important, but the most significant factor (80%) was to provide more information on a wider programme of gender justice.

This represents a clear opportunity for producers and supply chain development specialists such as Twin: as well as focussing on quality and traceability, providing inspiring and factual marketing information is crucial to growing the market by engaging buyers and helping them to engage their customers.

With the potential for making connections across the supply chain using the internet greater than ever, through smartphones and online communications, committing to telling the stories and sharing data behind Women's Coffee must form a key part of the equation for success.

RECOMMENDATIONS

TO THE COFFEE INDUSTRY:

It is our intention that through this report we have clearly made the case for why Women's Coffee needs to be more than a product traceable to women, and must form part of a wider programme of work on gender justice: addressing household, producer organisation, national/international and market levels of intervention.

We hope that the producer and market case studies can be used as examples of what can be achieved through strong, collaborative partnerships from growers through to roasters. We hope that our approach to gender justice, which includes Women's Coffee, will inspire others in the industry to work in a similar way and achieve greater scale.

We believe this is the way to more sustainable business – for farmers and for the whole supply chain, to ensure the quality of the coffee as well as greater social justice.

TO PRODUCER ORGANISATIONS AND PARTNERS:

It is clear that to successfully produce Women's Coffee the market requires all three of these elements:

- 100% traceability;
- Specialty grade coffee quality;
- Strong factual and narrative marketing information – number of growers, processing details, premium spend, M&E data, programme of work on gender justice, as well as inspiring, transformational stories of women and their communities.





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Many thanks to Atlas Coffee Importers for their support and collaboration in developing the industry coffee survey and ensuring its reach across the US.

A huge thank you to all in the coffee industry who participated in our Women's Coffee Survey. Full results are available at twin.org.uk

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Thank you to all who support and champion Women's Coffee and work towards greater gender justice in coffee growing communities.



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