AgroEco® Coffee
Solidarity Supply Network
Information for Roasters

COMMUNITY AGROECOLOGY NETWORK’S (CAN) AGROECO® COFFEE
is about relationships, shared values, and transparency. It’s part of a deep, long-term collaborative relationship among CAN and its partner organizations in San Ramón, Nicaragua, and the Central Highlands of Veracruz, México. AgroEco® Coffee generates higher income for farmers, values ecosystem services, the unpaid work of women, and improves family livelihoods. CAN’s vision is for a global economy where people, healthy food systems, and the environment come first.

THE STORY BEHIND AGROECO® COFFEE.
Research conducted by CAN researchers in the early- and mid-2000s showed that the higher prices provided by alternative market certifications such as Fair Trade and Organic provided stability and less vulnerability for smallholder coffee farmers. However, they did little to promote farm household livelihoods, food sovereignty, or agroecological sustainable production practices. To address these gaps, CAN began developing a model that maintained the higher prices paid for coffee, while addressing the other critical factors involved in alleviating hunger and promoting community sustainability. Through this alternative market strategy, CAN works with partner organizations to ensure that the family farmers who grow the delicious, high-quality coffee consumers enjoy have enough food and the right to make their own choices about their food systems.

WHAT IS THE AGROECO® COFFEE SOLIDARITY SUPPLY NETWORK?
It’s a collaboration among the Community Agroecology Network (including researchers affiliated with CAN), small-scale coffee farmers, local farmer organizations, the Ethical Trading and Investment Company (ETICO), and coffee roasting companies. By becoming an AgroEco® Coffee roaster, you become part of that collaboration.

The family farmers who grow coffee live a fragile existence. Between coffee harvests is a period known as los meses flacos (the thin months). During this time, farmers face chronic hunger, lasting anywhere from three to eight months. They do not have sufficient food to maintain healthy diets.
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Who’s Who in the AgroEco® Coffee Solidarity Supply Network

**CAN:** Our role is as a “connector.” CAN facilitates communication and contract negotiations among all network members. It provides ongoing monitoring and evaluation of the impact of AgroEco® Coffee on farming families’ livelihoods, food security, food sovereignty, and environmental management practices. CAN shares this information with all stakeholders in the form of reports as well as marketing and educational materials. CAN also ensures transparency throughout the network. In addition, CAN provides roasters with training about AgroEco® Coffee and engages in collaborative educational events.

**Small-Scale Coffee Farmers:** The farmers are the direct connection to the land in this network. They grow high-quality beans in diversified coffee forests.

**Farmer Organizations:** The network members in Nicaragua and in México are the Union of Cooperatives of San Ramón (UCA San Ramón), the local non-profit organization VIDA A.C., and the cooperative Campesinos en la Lucha Agraria. The farmer cooperatives organize their harvest, ensure the quality of the beans, and guarantee farmer participation in price determination, contract negotiation, and the monitoring of the impacts of AgroEco® Coffee on the farm families’ lives.

**ETICO:** The Ethical Trading and Investment Company) coordinates the exporting and importing of the coffee. It identifies the exporter and guarantees that all of the details from sack marking to ship date are in line with the roasters’ instructions. All stakeholders, including the farmer organizations, sign the import contracts.

**Roasters:** The roaster is the window into the coffee forest. It’s the final link between the consumer and the land where the coffee is grown. As part of this network, roasters pay a premium price that supports farmer livelihood and offers consumers coffee that’s environmentally, socially, and fiscally sustainable. The roaster markets coffee purchased through an AgroEco® Coffee contract under the AgroEco® Coffee label and distributes it through their channels. The roaster is responsible for the coffee payment, the importation costs, and any related storage or financial fees.

Benefits of Joining the AgroEco® Coffee Solidarity Supply Network

For the 30 cents/pound premium paid to CAN a roaster gets:

- Full transparency and participation in contract negotiations and price determination.
- Training and education for roaster staff about AgroEco® Coffee and its producers.
- Educational and marketing materials developed to specification (not including printing costs)
- Annual report on AgroEco® Coffee’s impact in coffee-farming communities
- Access to AgroEco® Coffee Tours in San Ramón, Nicaragua and VIDA A.C. Veracruz Mexico, for your employees and clients.
- The benefit of more than a decade of CAN’s participatory action research with the small-scale coffee farming communities that grow AgroEco Coffee.