

Workshop 2: "Formulation of comprehensive baseline and establishment of impact measurement and monitoring methodology (internal)"

The Project "Great coffees from small producers in Chiapas, SPP Global", includes six strategic thrust areas. As part of thrust area 6. "Transparent, participatory and efficient project management", we came up with this workshop, whose purpose is to establish and develop a Baseline that provides information on each of the six thrust areas proposed for the project. Below is an overview of the initial status of all seven Organizations by strategic thrust area.

Thrust Area 1. Boosting access to preferential fair trade and organic markets.

All seven organizations have experience with international trade and they also have a number of organic and fair trade certifications. The Project seeks to promote access to preferential markets through a commercial digital platform.

Thrust Area 2. Encourage action for climate change mitigation, all while ensuring coffee quality.

Most Organizations do not have a Climate Change Adaptation Program or Plan, however, they do carry out activities to diversify shade trees in coffee farming. Speaking of soil fertility, to ensure good coffee production and quality, most organizations have access to soil analysis information regarding agricultural plots.

Thrust Area 3. Foster financial and social sustainability for small producer families

The Project proposes a Food Sovereignty Program, as well as gender equality and youth participation projects. The Organizations do not have a Gender Equity Policy, except for Finca Triunfo Verde. The ISMAM and Majomut Organizations have a Child Protection Policy. Majomut also has Women's Inclusion Policies and leadership activities.



THE EMPOWERING LABEL



Thrust Area 4. Promote small producers' cup-quality coffees

The Project proposes a digital traceability system to track the entire value chain, as well as training workshops concerning traceability and cupping procedures to improve coffee quality. Most Organizations have staff assigned to cupping.

Thrust Area 5. Boost capacity for public policy advocacy and strategic alliances

The Project has been working on linking farmers and seeking to establish strategic alliances with public and private organizations.

Thrust Area 6. Transparent, participatory and efficient project management

The project is accompanied by the technical team of the Small Producers' Symbol.

