



• GROUND UP •  
THE  
**LUTHERAN WORLD RELIEF**  
**COFFEE & COCOA INITIATIVE**



Lutheran World Relief  
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.

[lwr.org/groundup](http://lwr.org/groundup)

## WHAT WE DO:

With expertise developed over decades, LWR brings a unique perspective and skill set to support sustainable coffee and cocoa production that meets producers' needs.

To address producers' need for technical skills and access to credit, and to assist in overcoming market barriers, LWR:

- Provides training, access to inputs and post-harvest handling as well as the use of innovative information communications technology to share information.
- Works with cooperatives and producer organizations to improve governance and administrative capacity.
- Convenes actors from across the value chain, creating opportunities for dialogue and mutual learning.
- Promotes economic diversification to strengthen resilience at the household level, to improve livelihoods and food security.
- Encourages the inclusion of youth in programs that provide opportunities for them to build their futures in coffee and cocoa communities.
- Has been working with others in the specialty cocoa industry to develop quality and sensory standards and introduce protocols to facilitate greater communication and transparency in the specialty cocoa industry.

LWR's expertise extends to the consumer side of the equation as well. In the United States, LWR:

- Markets Fair Trade coffee and chocolate to LWR's U.S. supporters, empowering them to make conscious consumer choices.
- Holds an equity stake in Divine Chocolate USA, the world's first producer-owned chocolate brand.
- Collaborates on programming with strategic partners such as CATIE, ECOM, Equal Exchange, Farmer Brothers Coffee, Olam Honduras, SUMAQAO and the Starbucks Foundation.



### NICARAGUA

In Nicaragua, LWR worked with **24 COOPERATIVES** and more than **1,700 FARMERS** in cocoa and coffee value chains over a five-year period to improve crop management, post-harvest processing and access to markets. The project ultimately created more than **6,000 PERMANENT JOBS** in the agriculture sector and generated **\$19.3 MILLION** in sales of coffee and cocoa, a **73% INCREASE** from the beginning of the project.



### UGANDA

In Uganda, LWR worked with Gumutindo Coffee Cooperative Enterprise to improve processing and quality control. Within a three-year time frame, tree productivity tripled, Gumutindo's **VOLUME INCREASED BY 59%** and its **EXPORTS INCREASED BY 66%**.



### INDONESIA

In the Gayo region of Indonesia, globally recognized for the market potential of its high-quality organic Arabica coffee, LWR is currently working with four large coffee cooperatives to improve governance and management structures, and is training more than **5,200 FARMERS** on cultivation practices to improve productivity and quality.



## GROUND UP BY THE NUMBERS

MORE THAN  
**40%**



OF THE FARMERS THAT LWR WORKS WITH ARE **WOMEN**

LWR WORKS WITH MORE THAN  
**427,000**



**FARMERS AND THEIR FAMILY MEMBERS**

LWR HAS  
**22**



**COFFEE AND COCOA PROJECTS AROUND THE WORLD**



## WHY COFFEE AND COCOA?

More than 30 million smallholder producers grow the vast majority of the world's coffee and cocoa.<sup>1</sup> Despite the growing demand for their product, these producers often struggle to provide for their families, capturing just a fraction of their crops' full market value.

The global coffee and cocoa markets are valued at more than \$175 billion per year combined – more than the global market value of sugar or corn.<sup>2</sup> Satisfying the world's increasing demand for coffee and cocoa and improving the incomes and food security of the producers who grow them can, and should, go hand in hand.

Coffee and cocoa also have much in common. Both cash crops require similar growing, production and processing techniques, and both benefit from agroforestry and climate-smart agriculture practices. These agricultural synergies allow producers to diversify their sources of income and increase their resilience to shifts in market prices and changing climatic conditions that affect productivity.

LWR creates linkages along value chains that benefit coffee and cocoa producers, contribute to environmental sustainability and create profits for socially responsible businesses. It's a triple bottom line: People, Planet and Profit. Together, we can help improve producers' lives, from the ground up.

## ABOUT LWR

LWR works to improve the lives of smallholder producers and people experiencing poverty in **AFRICA, ASIA** and **LATIN AMERICA**, both in times of emergency and for the long term. With the financial support of U.S. Lutherans and other donors, LWR strengthens communities through programs in agriculture, climate and emergency support. LWR works with partners, supporters and technical assistance providers to achieve lasting results.

For more information on LWR's coffee and cocoa work, visit [lwr.org/groundup](http://lwr.org/groundup).



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<sup>1</sup>Cocoa Market Update, World Cocoa Foundation, April 1, 2014  
<http://worldcocoafoundation.org/wp-content/uploads/Cocoa-Market-Update-as-of-4-1-2014.pdf>.  
Root Capital <http://www.rootcapital.org/products/coffee>.

<sup>2</sup>Estimated figure based on the value of trade, goods, and services in both commodities.