



Supplier Development Cafe California Exports

Exportadora de Café California's project has the main goal of positioning coffee production in Mexico as the engine of the social economy in the coffee regions. It is intended to implement a supply system in which at least 60% of the company's coffee needs come from a self-sustainable model focused on small producers.

It contemplates the integration of small producers to the market with the assured purchase of their products, access to financing and increased production through technical assistance and training for sustainable production, with information technologies for traceability in the product supply chain.

With the above, we intend to implement a supply system in which at least 60% of the company's coffee needs come from a self-sustaining model focused on small coffee farmers.

Main Goals

- Strengthen 12,000 small coffee farmers in the states of Veracruz, Puebla, Oaxaca and Chiapas.
- Integrate small farmers into the international coffee market through the driving company.
- Improve the organization, skills and capacities of small farmers and empower them to reach their maximum potential.
- Improve the standard of living of small farmers, by increasing income from their activity, as a result of the production performances achieved through technical assistance and financial inclusion, overcoming extreme poverty in the coffee communities.
- Increase coffee production from 8 to 30 Qq/ha, through the renovation and maintenance of coffee plantations in a period of 4 years.
- Support in an inclusive way a good production through sustainability standards, transparency and traceability in the coffee supply chain.

Business Model



Formalization Strategy

- Production contract
- Fixed purchase price
- Financial Inclusion

Risk Management Strategy

- Coffee plant renovation
- Training
- Quality assurance

Financing Strategy

- Direct funding through credit unions
- Payment withholding scheme
- Financial Inclusion

Technology Strategy

- Specialized advisors
- Technical advisors
- Training



Markets

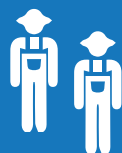


Germany, France, Cuba, US, Puerto Rico, Mexico



Industry

Exportadora de Café California



Farmers

12,000 small coffee farmers in the States of Veracruz, Puebla, Oaxaca and Chiapas.

Project Impact

- Increase in the number of suppliers.
- Increased cultivation profitability, resistant plant varieties, validated technology packages, technical assistance and farmer training.
- Financial inclusion of small farmers.
- Secure market for production
- Mapping of coffee growers, plantations, lots, alerts and other statistical data.

Results



Coffee farmers
6,773



Farmland
7,450 Ha



Yield
16 Qq/Ha