

Proposal for collaboration between the Winds of Peace Foundation (WPF) Coffee Roasters interested in double bottom line (profit + social impact), and Universities

INTENTION OF WPF:

Promote sale of ground, roasted specialty coffee from several grassroots coffee cooperatives in Nicaragua in order to promote peace and raise awareness of challenges that small scale coffee producers face. WPF wants knowledge generation of coffee trade to be informed by the experience of grassroots small-scale producers and is looking for partner roasters who share that interest.

COLLABORATION WITH BUSINESS DEPT: Given the interest of WPF in disseminating reality of rural producers, WPF is also looking to partner with universities to help develop a brand and marketing and promotion materials for coffee from these cooperatives.

- This would provide real world experience to students in different elements involved in starting a new brand including, but not limited to, feasibility study, business plan, market analysis, design of marketing campaign, registration of brand, package and labelling design, etc. Several sections of business classes could simultaneously work on elements of the new brand (e.g. graphic design, marketing, business problems solving, etc). Classes could “plug into” ongoing tasks when possible.
- Students would learn about the coffee market, and could add this experience to their portfolio

RATIONALE:

- Since 1998 WPF has been lending money to grassroots cooperatives of small-scale coffee producers¹, and serves as a consultancy firm for coffee cooperatives facing difficulties.
- WPF has also had an institutional interest in helping make peasant perspectives visible to other sectors of society, especially development and business communities (see peacewinds.org/research)
- Current context in Nicaragua is highly polarized. In the history of the country, the rural population has paid the bulk of the cost of previous polarizations in terms of lives lost on both sides of prior conflicts. Community collaboration across political differences to promote common good lessens the impact of polarization on the level of these rural micro-territories.
- Current biggest obstacle to development of coffee cooperatives is access to reliable buyers of the quality coffee being produced.
- Helping find a reliable market for the coffee of these cooperatives would build on WPF’s institutional knowledge and consolidate these objectives.

CONTACT: Roasters and universities will work directly with WPF CEO Mark Lester to coordinate access to green coffee and enhance student learning with specific tasks in support of this initiative. They will also have access as needed to WPF Field researcher, Rene Mendoza, who

¹ From 1998 WPF has lent to small producers US\$4.4 million total at an annual interest rate of 9%, with average loan size of \$24,587 and arrears rate of 7.61%.

can also facilitate meetings with representatives of the cooperatives. Meetings will happen via Zoom or whatsapp, and translation when needed will be provided. Occasionally Mark Lester could participate in class visits on campus as needed or meet with roasters.

Table 1. Nicaraguan Cooperatives working on alliance with WPF						
Cooperatives	Year Founded	Male members	Female members	Cupping scores Jan 2021 (SCAA)	Coffee varieties	Altitude
Artesanos del Café (COARCA)	2016	11	2	81-82.5	Catimor, caturra	850-1200
13 Octubre	2019	32	21	82.5	Catimor, parainema, caturra, lempira, bourbon	800-1250
Guardianes del Bosque (GARBO)	2004	53	23	82.5	Catimor, catuai, pacamara and marselesa	900-1300
Solidaridad	1999	46	10	83.5	Catimor, maracaturra, catuai, caturra and java	1100-1460
COASSAN	2006	45	11	82.5	Catimor, caturra, catuai, parainema and marselesa	900-1350
Coosempoda	2005	77	10	82.5	Catimor, Caturra, parainema and Marsellesa	900-1350
Total		264	77		Catimor, catuai, Caturra, parainema, Marselesa, lempira, java and bourbon	800-1460
Source: Based on the 6 cooperatives						