

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

INTENTION OF WPF:

Promote direct relations between small scale producers of specialty coffee in Nicaragua and roasters and coffee shops in the US in an alliance to promote peace, combat climate change, and facilitate shared knowledge and profits along the coffee chain: knowledge about how the different elements of the coffee chain function, and fair profits for all participants in the chain.

COLLABORATION WITH UNIVERSITIES: Given the interest of WPF in the production and dissemination of knowledge, WPF is especially looking to partner with universities to establish student run coffee shops for these purposes. To this end WPF is willing to facilitate its contacts and experience with coffee producing communities to help different university departments provide their students with practical experience in the coffee trade relevant to their program of study. Such an initiative would provide students:

- Experience in the different elements involved in starting a new business and brand including, but not limited to, feasibility study, business plan, market analysis, design of marketing campaign, registration of brand, package and label 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. Those tasks beyond the scope of a class/university could be facilitated by WPF.
- Experiential learning about the different elements of the coffee chain.
- Understanding about how small farmer production of coffee can contribute to the fight against climate change, preserve forests, contribute to carbon capturing, and combine coffee production with processing and other income generating activities, thus stabilizing rural communities, and providing opportunities for women and youth.

In cases which can show their capacity to be self-sustaining, WPF is willing to work with universities to advance the startup costs of student run coffee shops on campus.

RATIONALE:

- Since 1998 WPF has been lending money to grassroots cooperatives of small-scale coffee producers¹, and since 2011 has provided pro bono consultancy services 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

¹Since 1998 WPF has lent to small producers US\$5.6 million total at an annual interest rate of 9%, with average loan size of \$28,309 and arrears rate of 6.04%.

promote common good lessens the impact of polarization on these rural micro-territories.

- Our field research in producing countries shows that current market forces tend to result in hierarchical organizations that incentivize approaching coffee as a monocrop. The long-term result is the loss of family farms, the expulsion of peasants into the agricultural frontier, and ongoing loss of forests. In contrast, peasant communities involved in a diversity of activities, in accordance with traditional peasant-indigenous culture, create stability and opportunities for youth and women. Having an alliance with actors throughout the coffee chain who approach coffee in this larger context of community-based initiatives is important to its future sustainability.
- Helping find a reliable market for the coffee of these cooperatives builds on WPF's institutional knowledge, consolidates these objectives and provides market incentives that support positive changes at the community level.

CONTACT: Roasters and universities will work directly with WPF CEO Mark Lester to coordinate access to green coffee and enhance student/consumer learning with specific tasks in support of this initiative. They will also have access as needed to WPF Field researcher, Rene Mendoza, who can also facilitate meetings with representatives of the coffee growing communities. 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/coffee growing communities	Year Founded	Male members	Female members	Cupping scores Nov 2022 (SCAA)	Coffee varieties	Altitude mts
Community Social Enterprise of San Juan del Rio Coco	2020	33	24	84.5	Catimor, caturra, bourbon, pacamara, maragogipe and parainema	850-1300
PROCOCER	1999	243	70		Catimor, parainema, caturra, lempira, bourbon	800-1250
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 marsellesa	900-1350
Coosempoda	2005	77	10	82.5	Catimor, Caturra, parainema and Marsellesa	900-1350
Total		444	125		Catimor, catuai, Caturra, parainema, Marsellesa, lempira, java and bourbon	800-1460

Source: Based on data provided by the respective organizations

