



SELECTA COFFEE FUND

Empowering connections – People at the heart of progress



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Selecta Coffee Fund

EVERY SIP MAKES A DIFFERENCE

By choosing coffee from the Selecta Coffee Fund, you're not just enjoying a cup — you're directly supporting coffee farmers, protecting the environment, and fostering resilient communities.

Through the Selecta Coffee Fund, each cup contributes to sustainable farming practices, fair wages, and vital community resources.

With every cup ...

... **you reduce** carbon emissions, as we support eco-friendly farming.

... **you conserve** resources, helping farmers use water and land sustainably.

... **you uplift** farming communities, ensuring fair incomes and better livelihoods.

Sip consciously - Impact globally!

IMAGINE YOUR IMPACT



10.000 KG COFFEE

10.000 Kg coffee sold through the Selecta Coffee Fund generates a fund of up to € 1.000*

**For every kilogram of coffee sold from Pelican Rouge, Selecta donates up to € 0,10 to the Selecta Coffee Fund.*



2 COWS

With this € 1.000 we can support the purchase of at least 2 pregnant cows and ensure distribution of first newborn calves from farmer to farmer.

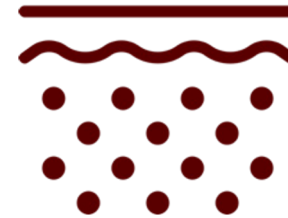
To date, 587 cows have been distributed to farmers.



7.000 SHADE TREE SEEDLINGS

With a fund of € 1.000, around 7.000 new shade tree seedlings can be planted. Shade trees contribute to stable microclimates that protect coffee plants from temperature fluctuations, resulting in an estimated **13% increase in coffee yield over time due to improved growing conditions.**

For 2024, to date, we distributed 1.650 shade trees and 2.700 grafted avocado trees, providing shelter for coffee crops, improving resilience against climate change, and offering additional food and income sources.



+25% COFFEE YIELD

Each cow produces enough manure to create organic compost, which replaces synthetic fertilizers. This natural fertilizer improves soil health, resulting in an estimated **25% increase in coffee yields for farmers using it regularly.**

To date, 587 farmers have received training in manure composting and sustainable cow-rearing practices, with a focus on hygiene, healthcare, and efficient milk production. This training supports better harvests and healthier farms for the long term.



675+ IMPROVED LIVELYHOODS

The Selecta Coffee Fund aims to reach over **675 households by 2025, with over 35% of beneficiaries being women.**

Farmers involved in the program report an average **income increase of around 10% within the first year, with a goal to double average household income within five years.**

CREATING A POSTIVE & LASTING DIFFERENCE IN THE COFFEE SUPPLY CHAIN

The **Selecta Coffee Fund** is built on a strategic framework that reflects our commitment to sustainability, community empowerment, and long-term impact. This framework is centred around three core themes: **Footprint**, **Handprint**, and **Blueprint for the Future**. Each theme represents a crucial aspect of our approach to creating a positive and lasting difference in the coffee supply chain.

Our structured approach, encompassing **Footprint**, **Handprint**, and **Blueprint for the Future**, ensures that every step we take is purpose-driven and aligned with our mission to create a positive and lasting impact on the world of coffee.



Footprint

Reducing environmental impact

Sustainable farming practices: our aim is to minimize the carbon footprint of coffee production through innovative and eco-friendly practices. By promoting sustainable farming techniques, we help reduce greenhouse gas emissions and protect biodiversity.

Carbon reduction initiatives: we actively work to offset the carbon emissions linked to coffee production, which includes supporting reforestation projects and improving waste management at various stages of the supply chain.

Water and resource conservation: through partnerships and educational programs, we encourage farmers to adopt methods that conserve water, reduce chemical usage, and manage resources more effectively. This ensures that coffee production is not only high-quality but also environmentally responsible.



Handprint

Positive impact on communities

Empowering farmers & improving livelihoods: the Selecta Coffee Fund is dedicated to uplifting farming communities by providing fair compensation, access to training, and essential resources. We empower farmers with knowledge and tools that improve crop yields and ensure a stable income.

Fostering resilience with regenerative agriculture: we prioritize regenerative agricultural practices that restore soil health, increase biodiversity, and enhance ecosystem resilience. By doing so, we help communities become more self-sufficient and better equipped to withstand climate-related challenges.

Investing in local infrastructure & education: our initiatives extend beyond farming to include education programs, healthcare access, and infrastructure improvements. These efforts contribute to the well-being and resilience of the communities we support, ensuring that our impact is felt beyond the coffee fields.



Blueprint for the Future

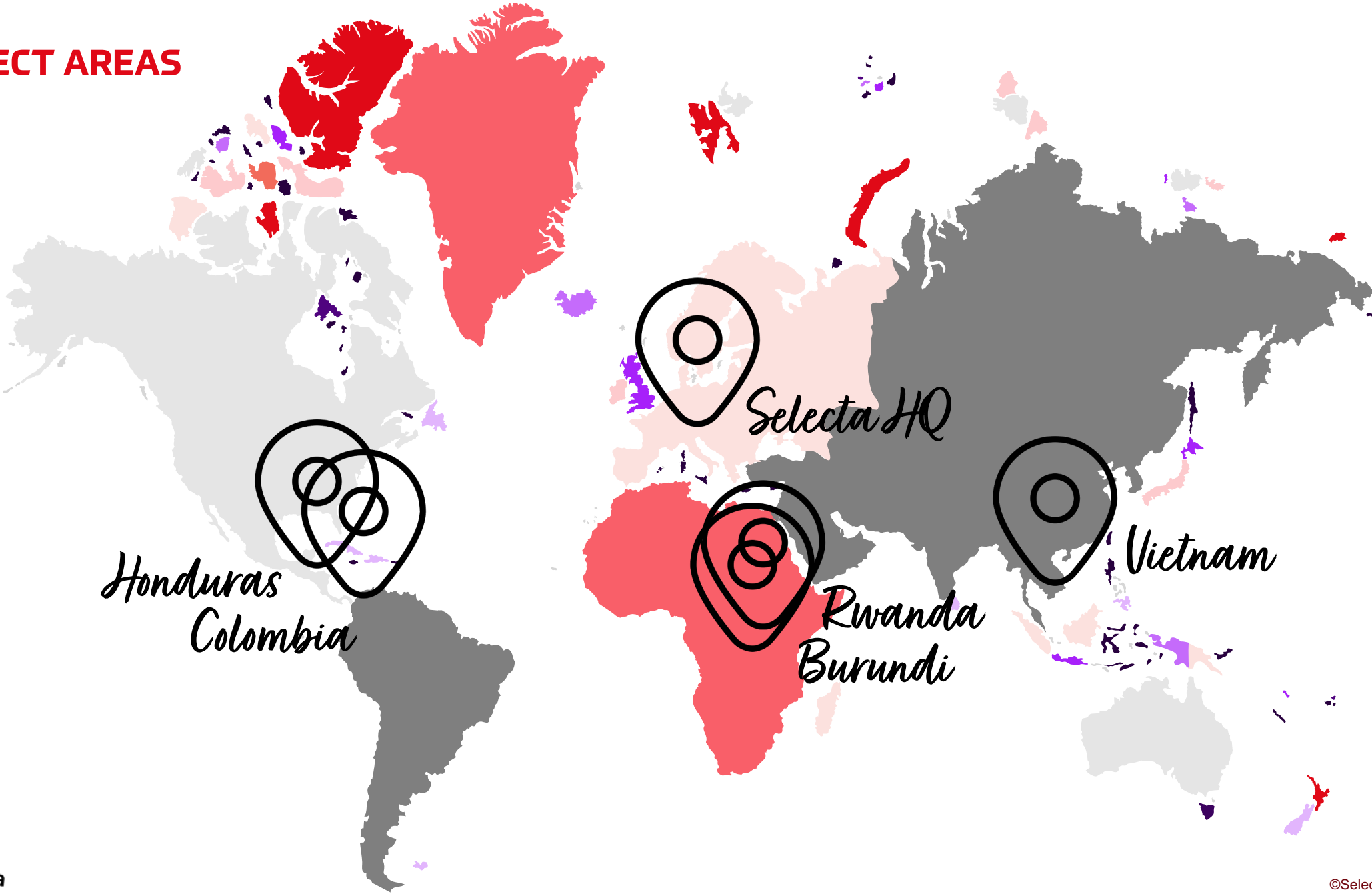
Scaling and expanding impact

Assessing potential for regional expansion: with a strategic focus on scalability, we evaluate each project's success and potential for replication. By applying the insights gained from our existing initiatives, we aim to expand into new regions and reach more communities in need.

Leveraging expertise for broader application: as our experience grows, so does our ability to apply sustainable practices across different geographies. We explore opportunities to broaden our reach, using proven methods to drive impactful change in diverse coffee-growing areas.

Innovating for long-term sustainability: the Selecta Coffee Fund continually seeks new ways to innovate and optimize our efforts. This includes exploring technological solutions, building stronger partnerships, and aligning our work with global sustainability goals to ensure that our impact endures for future generations.

PROJECT AREAS



OUR COMMITMENT TO LOCAL FARMERS – MORE THAN JUST A DONATION

“Coffee is more than a crop; it brings Joy, happiness, and prosperity. I've seen firsthand how it connects people — from producers to supply chain actors to end consumers in both domestic and international markets. It has the power to lift thousands, if not millions, out of poverty.”

Benjamin Nkurunziza, Site Operational Manager



Our approach to supporting local farmers goes far beyond financial donations. We have established a comprehensive, hands-on program to work directly with farmers, ensuring sustainable development and long-term success. Our dedicated team in Rwanda for example exemplifies this commitment through the Selecta Coffee Fund.

Our Team

- **20 Presidents of saving groups.** These leaders help manage local saving initiatives, empowering farmers to save and invest in their future.
- **8 Members of the program beneficiaries' general committee.** This committee represents the interests of the program's beneficiaries, ensuring their voices are heard and their needs are met.
- **3 Members of the executive committee of advisors.** These advisors provide strategic guidance and support to ensure the program's objectives are achieved effectively.
- **3 Full-time associates for the Selecta Coffee Fund in Rwanda.** Site operational manager oversees the day-to-day operations, ensuring the smooth running of all activities and programs.
2 Veterinarians - provide essential veterinary services, improving the health and productivity of livestock, which is crucial for the farmers' livelihoods.

Selecta's extensive on-the-ground involvement demonstrates our deep commitment to the well-being and prosperity of local farmers. By working together with them, we ensure that our support is impactful, sustainable, and transformative.

At Selecta, the areas we engage with through the Selecta Coffee Fund are chosen with purpose and precision. We don't simply focus on regions where we source coffee; we focus on regions where our support can create meaningful, lasting impact. This means **prioritizing areas that face significant social, economic, or environmental challenges, where our involvement can help build resilience and provide critical resources.**

Our selection process is guided by the expertise of **Schuttelaar & Partners**, a trusted advisor with deep knowledge in sustainability and agricultural impact. Their insights allow us to identify communities that stand to benefit most from our programs, ensuring that the Coffee Fund targets real needs on the ground.

This approach ensures that the Selecta Coffee Fund makes a genuine difference, strengthening coffee-growing communities and advancing sustainable practices **where they are needed most.**





PROJECTS

AROUND

THE WORLD

MOO-VING SUSTAINABILITY FORWARD. HOW TO CULTIVATE RESILIENCE, ONE COW AT A TIME.

In Rwanda, coffee farming is a deep-rooted tradition, intertwined with the heritage and knowledge passed down through generations. Farmers cultivate their small plots with care, treating coffee as both livelihood and legacy. Yet, despite this heritage, coffee alone is a fragile foundation as it is subject to the ups and downs of market prices and inconsistent yields that can leave families vulnerable.

Facing the challenges of fluctuating coffee prices and yields, the Selecta Coffee Fund introduced a powerful resilience strategy: gifting cows to farmers. Cows can now provide a reliable secondary income through milk sales and naturally enrich the soil, reducing reliance on costly chemical fertilizers. Since 2016, the Selecta Coffee Fund has paved a way of restoring a balanced relationship with the land, blending traditional knowledge with sustainable practices that honour the region's deep-rooted agricultural heritage.



Footprint

Sowing seeds of resilience

Selecta's Rwanda project supports an approach where coffee farming nourishes both families and the environment. With training in Good Agricultural Practices, farmers are equipped with techniques that care for the land and increase crop potential.

Heifers, along with cow manure, naturally enrich the soil, replacing the need for synthetic fertilizers and reducing the environmental impact of each harvest. This method, simple yet impactful, enables farmers to become stewards of their land, building soil health that sustains coffee plants and restores the ecosystem over time. **The added manure also supports the growth of other crops, providing farmers with additional income from the sale of these products.** By using manure to fertilize a hectare rather than chemicals, farmers can reduce CO₂ emissions by up to 1.2 tons per year. As coffee plants thrive with these natural practices, farmers experience both improved yields and renewed prosperity, making this a model of traditional wisdom meeting modern sustainability goals.



MOO-VING SUSTAINABILITY FORWARD. HOW TO CULTIVATE RESILIENCE, ONE COW AT A TIME.



Handprint

Transforming lives through shared prosperity

In Nyamagabe, where nearly half the population lives below the poverty line, the Selecta Coffee Fund has introduced a wave of change that strengthens livelihoods, particularly for women, while fostering a culture of shared prosperity. Since 2016, the program has equipped over 500 farming families with cows, providing a secondary income stream through milk sales that protects farmers against the financial instability of coffee prices. **The milk produced by these cows also enhances nutrition within the household, especially for children, while surplus milk is sold, boosting family income and daily stability.**

Women make up an increasing share of the program's participants, with 36% of beneficiaries now being women, many of whom are single mothers managing the challenge of providing for their families. Through the program, they are gaining vital skills in farm management and financial literacy, empowering them to take on more significant roles in both family income and community life. Their growing participation fosters broader gender empowerment, creating a ripple effect benefiting the entire community.

A powerful aspect of this initiative is the farmer-to-farmer calf-sharing practice. When a cow calves, the firstborn calf is passed on to another family, sparking a network of mutual support. This approach has expanded the project's impact far beyond its original families, making resilience and opportunity a shared experience throughout the community offering a sustainable path forward that honours tradition while empowering the future.



BLUEPRINT FOR THE FUTURE



Building a sustainable model for generations to come

The Selecta Coffee Fund's vision in Rwanda is planting the seeds for a resilient, self-sustaining network of coffee farmers with women at its heart. Looking toward a future of stability and growth, farmers gather in savings groups to pool resources, access microloans, and collectively plan for the years ahead. Each cow provided serves as a bridge, connecting one family to another through a promise to pass on the firstborn calf—strengthening community bonds and expanding opportunities. Through this model, Selecta is shaping a future where financial security, collaboration, and shared prosperity become the foundation for Rwanda's coffee-farming communities.



RWANDA

A SUCCESS STORY IN SUSTAINABLE COFFEE AND EMPOWERING WOMEN

The Selecta Coffee Fund's work in Burundi tells a powerful story of transformation where economic upliftment and environmental responsibility converge. Through the **Sustainable Coffee Sourcing in Burundi** project, Selecta, Pelican Rouge, SUCCAM, and the Rainforest Alliance have shown how smallholder coffee farmers can thrive amidst modern challenges.



Footprint

Reducing carbon emissions in coffee farming
Coffee production can leave a significant environmental footprint, often contributing to greenhouse gas emissions. In Burundi, traditional farming methods have relied heavily on chemical fertilizers, which can be both costly and harmful to the environment. The Selecta Coffee Fund addressed this by implementing agroforestry practices, which involve planting shade trees to protect coffee plants while naturally absorbing carbon from the atmosphere. By promoting smarter fertilizer management, the project achieved a **20% reduction in emissions**, proving that small adjustments can lead to significant environmental benefits.



A SUCCESS STORY IN SUSTAINABLE COFFEE AND EMPOWERING WOMEN



Handprint

Empowering women and strengthening communities

Empowering women is at the heart of the Fund's efforts in Burundi. The **Empowering Women in Smallholder Coffee Farms** program has made strides in advancing gender equality. Over 540 households were trained in sustainable practices, with an additional 2,700 households engaged through farmer-to-farmer training. This initiative established 19 Village Savings and Loan Associations, offering financial services to over 528 women and enabling them to participate in 48 income-generating activities. By fostering joint decision-making within households, the project has also contributed to a shift towards more inclusive community dynamics, building resilience at both the family and community levels.



BLUEPRINT FOR THE FUTURE



A scalable model for success

The successes in Burundi lay the foundation for broader application in other regions. The project's achievements provide a blueprint for scaling sustainable practices and gender empowerment across the coffee sector. There is still work to be done, but with ongoing training, market access, and a focus on long-term resilience, Burundi's coffee sector is well-positioned to face future challenges, including climate change and market fluctuations. This holistic approach underscores the Selecta Coffee Fund's commitment to building a sustainable, inclusive, and resilient future for coffee farmers in Burundi and beyond.



A MODEL FOR SUSTAINABLE COFFEE FARMING

In the misty hills of Honduras, Selecta's Coffee Fund is transforming coffee farming into a sustainable and resilient practice. We help smallholder farmers tackle climate challenges while improving their livelihoods, setting an inspiring precedent for the global coffee industry.



Footprint

Reducing carbon emissions through regenerative agriculture

Conventional coffee farming often leaves a heavy environmental footprint, but Selecta's initiative in Honduras is different. By training 450 households in regenerative agriculture, the project has shifted away from synthetic fertilizers to bio-stimulants, reducing emissions by over 30% and cutting CO2 output by 3.547 metric tons per hectare. Additionally, farmers have planted over 6,000 shade trees, sequestering an additional 2 metric tons of CO2 per hectare annually, while creating resilient microclimates for the coffee plants.



A MODEL FOR SUSTAINABLE COFFEE FARMING



Handprint

Building resilience and diversifying income

Through this project, farmers have learned to cultivate coffee alongside other crops like avocado, macadamia, and citrus, providing new income streams and improving soil health. Agroforestry practices have led to a 13% increase in yields and strengthened water retention, which is vital in the face of climate change. Farmers also received training in bio-stimulants, enhancing soil fertility naturally and reducing dependence on costly synthetic inputs.



BLUEPRINT FOR THE FUTURE



Scaling regenerative practices
The future of coffee farming in Honduras is at risk, with climate change threatening to render 45% of current coffee-growing land unsuitable by 2050. Selecta's work offers a scalable model for transitioning to regenerative agriculture worldwide. By supporting farmers in diversifying crops and building markets for these products, Selecta ensures that both environmental and economic sustainability go hand-in-hand. Education and capacity-building remain at the core, equipping farmers to manage diversified systems and become stewards of their land, paving the way for a sustainable coffee future.



PROMOTING SUSTAINABLE COFFEE FARMING

In Vietnam's vibrant coffee-growing region, Selecta's Coffee Fund, in collaboration with Sucafina, is reshaping the future of coffee. With a focus on reducing carbon emissions and strengthening the economic resilience of smallholder farmers, this partnership goes beyond conventional farming, bringing responsible sourcing and sustainable practices to the forefront. Together, we are pioneering a coffee industry that supports both the environment and the communities that rely on it.



Footprint

Reducing carbon emissions for a greener coffee

The environmental impact of coffee farming in Vietnam is significant, with 92% of emissions arising from farming activities due to synthetic fertilizers and energy usage. To combat this, Selecta has implemented regenerative agriculture practices and planted 6,000 shade trees capable of sequestering 20 kilograms of CO₂ each per year. Over two decades, these trees will absorb over 2,040 metric tons of CO₂, significantly reducing the carbon footprint of coffee production. With the introduction of bio-stimulants and organic fertilizers, we're further decreasing reliance on synthetic chemicals, aiming to cut annual emissions by 102 metric tons and setting new standards for sustainable coffee.



PROMOTING SUSTAINABLE COFFEE FARMING



Handprint

Empowering farmers with resilience and new opportunities

The project's impact extends beyond carbon reduction by improving the economic resilience of coffee-growing communities. With farms averaging less than a hectare, Selecta's initiatives in regenerative agriculture have enhanced productivity, yielding 7 to 9 kilograms of cherries per tree, for a total of 1.4 million kilograms of coffee annually. This has enabled farmers to access premium markets, increasing household coffee income to \$3,679 annually, and total income to \$5,187. Additionally, the introduction of fruit trees like durian and macadamia has diversified income sources, helping farmers navigate market volatility and climate challenges.



VIETNAM

BLUEPRINT FOR THE FUTURE



Scaling success and building resilience
Selecta's Vietnam project is more than just a success story—it's a blueprint for sustainable coffee farming. By pairing carbon reduction with community empowerment, the initiative proves that farming can be both eco-friendly and economically viable. Moving forward, we're committed to scaling these efforts, with plans to expand training, enhance agroforestry practices, and optimize water and soil management. Lessons learned, such as timing tree planting to improve survival rates during dry seasons, will ensure continued success. Our goal is clear: create a replicable model that balances sustainability with profitability, paving the way for a greener, more resilient coffee industry in Vietnam and beyond.



A BOLD VISION FOR LOW-CARBON, SUSTAINABLE COFFEE FARMING IN COLOMBIA

In 2024, a fresh initiative has begun to take root in the terraced highlands of Colombia. The Triple C Project is set to redefine coffee farming for a new era, transforming ways coffee is grown and the very nature of being a coffee farmer in the 21st century. At the helm of this ambitious project is a coalition of SUCDEN, Global Cafés, Solidaridad, and the Selecta Coffee Fund, each bringing distinct expertise to equip farmers with the tools to secure their livelihoods in a rapidly changing world.



Footprint

Building a low-carbon coffee landscape

Colombian coffee farmers are no strangers to the pressures of modern coffee production: volatile markets, steep production costs, and the ever-shifting climate. Now, these familiar challenges come with an urgent twist. Soil depletion, dependence on chemical fertilizers, and rising temperatures threaten to destabilize coffee's future. The Triple C Project offers a refreshingly grounded approach to this problem. It's an approach rooted in commonsense sustainability, reducing reliance on synthetic fertilizers by integrating local, organic inputs—like shade trees, agroforestry, and natural compost. Shade trees serve a vital role: they shield coffee plants from intense weather, boost soil health, and foster biodiversity, while capturing carbon and reducing the carbon intensity of the coffee yields.

This model of farming offers a resilient, balanced path forward, reducing emissions and creating ecosystems that can weather the challenges ahead.



A BOLD VISION FOR LOW-CARBON, SUSTAINABLE COFFEE FARMING IN COLOMBIA



Empowering communities and inspiring the next generation

In Colombia, coffee is a cultural cornerstone, intertwined with daily life and community identity. The Triple C Project understands that for coffee to thrive, the communities that cultivate it must thrive as well. Key to this vision is empowering those who often face the most challenges: women farmers. Through community-based savings and loan associations, the project creates a foundation where women can pool resources, access microloans, and invest directly into their farms, enhancing both economic resilience and local networks of support.

The project also tackles the crucial issue of young people migrating from rural coffee farms to urban centres, drawn in by the promises of city jobs. The future of coffee farming depends on reversing this trend. The Triple C Project provides mentorship, modern skills, and sustainable farming techniques to reimagine coffee farming as a viable and rewarding career for young Colombians. By equipping the next generation with the right tools and opportunities, the project aims to make coffee farming a meaningful livelihood, not just a survival choice.



BLUEPRINT FOR THE FUTURE



Lasting change

Supported by the Selecta Coffee Fund, the Triple C Project outlines a vision for Colombia's coffee sector that is both practical and ambitious. This future-oriented blueprint is designed to help farmers meet strict sustainability standards, ensure market access, and generate new income through carbon credits. The initiative equips farmers with data-driven tools to track productivity, soil health, and emissions, enabling them to reduce costs and face challenges head-on. Comprehensive training in resilient farming and business management ensures that these farmers are prepared not just to survive but to prosper. In a country where coffee has symbolized endurance and tradition for generations, the Triple C Project is building a future where Colombia's coffee farms remain fertile and productive for the long haul. By fostering a sustainable way of farming that nurtures both land and community, the project preserves a heritage, a livelihood, and a distinctive connection to the land that binds generations of Colombian coffee growers.



Did you know?

The **Triple C Project**, supported by SUCDEN and other partners, stands for “*Coffee, Climate, and Community*”. It is an initiative focused on building resilience among coffee-farming families in Colombia through sustainable practices. The project aims to address the interconnected challenges of climate change, economic stability, and community well-being within coffee-growing regions. The Triple C Project ultimately aims to create a sustainable, resilient coffee sector in Colombia that not only preserves the environment but also improves the livelihoods of coffee-farming families. Through its holistic approach, the project is helping build a thriving coffee community that is equipped to face future challenges while contributing positively to the local and global ecosystem.

Key objectives of the Triple C Project



ENHANCING CLIMATE RESILIENCE

Sustainable agriculture: the project promotes environmentally friendly farming practices, such as agroforestry, which includes planting shade trees that help sequester carbon, protect coffee plants from rising temperatures, and improve soil and water quality.

Climate adaptation: by providing training on sustainable techniques and crop diversification, the project helps farmers adapt to the impacts of climate change, such as unpredictable weather patterns and severe droughts. This is essential for maintaining coffee production in the face of environmental challenges.



ECONOMIC EMPOWERMENT

Income diversification: beyond coffee, farmers are encouraged to grow other crops like bananas and fruit trees, which not only protect the coffee plants but also provide additional sources of income. This helps reduce financial risks associated with fluctuating coffee prices and crop yields.

Access to financial services: the project supports the establishment of savings and loan associations, providing farmers, especially women, with the means to invest in their farms and start income-generating activities. This financial support is vital for community development and long-term sustainability.



STRENGTHENING COMMUNITY

Training and capacity building: through hands-on workshops and peer-to-peer learning, the project equips farmers with skills in regenerative agriculture and climate-smart practices. This knowledge-sharing fosters a sense of community and collective action.

Empowering women and youth: a crucial component of the Triple C Project is its focus on empowering women and young people within the coffee sector. This involves promoting gender equality, encouraging joint decision-making in households, and providing youth with leadership opportunities to ensure the next generation is invested in sustainable coffee farming.

VOICES FROM THE FIELD



Blanca Isabel Ángel Morales has been a dedicated coffee farmer for over 42 years, managing her beloved El Granadillo farm nestled at an altitude of 1,848 meters in La Plata, Huila, Colombia. From the moment she inherited a thousand coffee trees from her family, Blanca knew coffee farming was her calling. She gradually expanded her crop, focusing on the Colombia variety known for its resilience and productivity.

Today, Blanca lives with her son and nephew, who help her with the farm's daily operations. Although she faces health challenges, Blanca remains committed to cultivating high-quality coffee and implementing sustainable practices on her land. Through the Triple C Project and support from Sucden, she's gained valuable training that's helped her adapt to the changing climate and continue improving her farm's productivity.

Blanca has witnessed significant shifts in coffee farming over the years. Climate change has altered harvest seasons and soil fertility, and unpredictable weather patterns have impacted her yields. To counter these challenges, Blanca emphasizes the importance of sustainable practices. She relies on shade trees and careful fertilizer management to maintain soil health and ensure her coffee thrives despite environmental pressures.

Blanca Isabel Ángel Morales

As a respected figure in her community, Blanca advocates for environmentally responsible agriculture. She believes that caring for the land is essential to producing coffee that not only meets quality standards but also connects her with coffee lovers around the world.

For Blanca, each cup of coffee represents a blend of dedication, resilience, and a commitment to the land that sustains her.



"My life blossomed with a single cow given by the Selecta Coffee Fund in 2018. I'm Cecile Kanakuze, a 41-year-old mother and coffee farmer from Rwanda, living with my four children, spouse, and grandchild. This cow wasn't just an animal; it was a catalyst for change.

Training from Selecta transformed my approach to farming—imparting wisdom on animal care, hygiene, and disease prevention. The result? My children enjoy fresh milk daily, strengthening them from within. Rather than sell our surplus, we choose to nourish our neighbours' children, contributing to the health of our community.

The cow's pregnancy led to four calves, marking the beginning of an incredible transformation. The first calf I passed on to a neighbour, broadening the circle of the Selecta Coffee Fund's impact. From selling the next two calves, I purchased land, expanding my coffee farm significantly.



Watch Cecile's inspiring story yourself!

Each year, the Selecta-invited training sessions refine my coffee farming skills and financial management, enhancing the yield from my coffee trees. The tools provided have been indispensable, but it's the manure—the "gold"—that has turned my farm around, boosting both coffee and kitchen garden crops.

From once scraping by on about Rwf 400,000 (approx. € 285) annually, our income has soared above Rwf 2,000,000 (approx. € 1,425). This dramatic increase springs from:

- Improved coffee yields through enhanced cultivation techniques.
- Expanding our coffee tree count from 400 to 4,200.
- Biennial calf sales and augmented crop production thanks to organic manure.
- Our village retail shop started in 2021.
- Working as a coffee collector, facilitating connections between local farmers and washing stations.

My heartfelt thanks to Selecta, its associates, and the dedicated Selecta Coffee Fund team in Rwanda for their consistent training and veterinary support. Your belief in us has nurtured a thriving future for my family and community."

Cecile Kanakuze

At just 27 years old, Jeferson Andrés Ortiz Casamachin is proudly managing his family's coffee farm, *El Potrerito*, in La Plata, Huila, Colombia. Nestled at 1,850 meters above sea level, his farm produces high-quality coffee varieties like Caturra, Colombia, and Castillo. But this hasn't come without challenges. Recent climate changes, particularly severe droughts, have affected the nutritional quality of the coffee plants, adding complexity to an already demanding job.

Jeferson's journey into coffee farming is deeply rooted in family tradition. Inspired by his grandfather and father, who taught him the love for coffee cultivation, he decided five years ago to take over the farm, with a vision to improve its productivity and sustainability. Today, he is not just a farmer but also a community employer, creating jobs and opportunities within his region.

His dedication to coffee farming goes beyond simply growing coffee; he also diversifies his crops by growing bananas, reducing his reliance on coffee alone.

Participating in the Triple C Project and receiving training from SUCDEN has been transformative for Jeferson. The project has not only equipped him with technical knowledge but also strengthened his leadership role within his family and community. He actively shares his experiences with other coffee farmers, advocating for sustainable practices like planting trees to combat the effects of climate change.

For Jeferson, coffee farming is more than just a livelihood—it's a way to give back to his community. He takes pride in knowing that each cup of coffee enjoyed by others is a result of the hard work and dedication put in by him and his family. He hopes that coffee consumers worldwide will recognize the effort and care that goes into each bean, connecting them to the hands that make their morning cup possible.

Jeferson Andrés Ortiz Casamachin



In the lush hills of Rwanda, where the aroma of coffee blossoms fills the air, Felicien Munyandinda's story unfolds—a tale of resilience, legacy, and the transformative power of the Selecta Coffee Fund. Felicien was born in 1960, into a family of coffee farmers. When he was just nine years old, a pivotal event etched itself into his memory and set the course of his life. One fateful day, coffee parchment was stolen from his father's farm. As the thieves fled, some of the parchment spilled into the bushes. Over time, these discarded seeds sprouted into small coffee trees, unnoticed by most but not by young Felicien.

With a dream to follow in his father's footsteps, Felicien saw potential where others saw waste. He carefully uprooted the small coffee trees from the bushes, replanting them with the guidance and support of his father. That first effort yielded 25 coffee trees, marking the beginning of his journey as a coffee farmer. The following year, his father expanded Felicien's plantation with 25 new trees, nurturing his son's budding passion.

Decades later, Felicien's modest beginning has flourished into a thriving farm of 2,750 coffee trees. His dedication and hard work have borne fruit—quite literally—enabling him to purchase additional land, cultivate various crops, build a home for his family, keep livestock, and acquire a grain miller. His success is not just measured in yields but in the stability and prosperity it has brought to his family.

Felicien Munyandinda

Felicien's legacy of coffee farming extends to his children. Two of his three children have embraced this family tradition, each tending to their own coffee trees—130 and 120 respectively. This continuation underscores the profound impact of a single act of perseverance and the enduring power of a family's dedication to their land and craft.

The Selecta Coffee Fund has played a crucial role in Felicien's journey. As one of the three farmers selected to develop model coffee farms, Felicien has received invaluable support and education in good agricultural practices. This opportunity has not only enhanced his own farming techniques but also positioned him as a beacon of knowledge and inspiration within his community. Other farmers now look to Felicien's farm as a model, learning effective practices that can transform their own farms and lives.

**“WITH A DREAM TO FOLLOW IN MY
FATHER'S FOOTSTEPS, I SAW POTENTIAL
WHERE OTHERS SAW WASTE”**

Felicien expresses deep gratitude for the Selecta Coffee Fund's commitment to improving his agricultural knowledge and supporting him in becoming a model farmer. The Fund's impact is evident in the thriving coffee trees, the prosperity of his family, and the ripple effect of improved practices spreading through his community.

At just 29, Milton Arley Muñoz Benavides has chosen a life dedicated to coffee farming on his 3.5-hectare farm, El Sinaí, located in Vereda Los Jardines, La Plata, Huila. Growing up watching his parents work the land, Milton embraced his heritage at an early age. His first memory of coffee is planting 10 coffee trees with his brother when he was only nine. This experience sparked his love for coffee and set him on a path to continue his family's tradition.

Milton's farm, situated at an altitude of 1,780 meters, grows Colombia, Tabi, Caturra, and Bourbon varieties. He is passionate about producing high-quality coffee and takes pride in every step of the process. For him, maintaining quality during processing is key to delivering a great cup of coffee, and he wishes that consumers could see the effort that goes into every bean. Visitors are often surprised to find such a young person so dedicated to farming, a path he chose over city life.

Since joining the Triple C Project with SUCDEN at the end of 2023, Milton has embraced new sustainable practices. He's learned about soil analysis and received valuable training to improve his farm's resilience. The project has provided him with insights into combating the effects of climate change, which he has experienced firsthand through droughts and excessive rains. By planting more trees, Milton aims to protect his farm from these challenges, ensuring it thrives for generations to come.

Milton's commitment to his coffee company and to the land reflects a broader dedication to sustainability and environmental stewardship. The knowledge and resources he's gained from the Triple C Project are helping him build a stronger, more resilient farm, proving that even small-scale farmers can make a big impact on the environment and the coffee industry.

Milton Arley Muñoz Benavides





OUR IMPACT NUMBERS



Honduras

Improving farmer income and increasing climate resilience.

- Household reach: 123
- Climate risk assessment: 500+ ha
- Model farms pioneering resilient cropping concepts and actively implementing climate transition scenarios.



Colombia

Improving coffee yield and carbon impact through regenerative agriculture.

- Farmers integration: 129+
- Shade tree potential: 4.300
- Carbon removal potential: 1.300 tCO₂

Ongoing soil fertilization program employing bio-fertilizers



Burundi

Empowering women and promoting sustainable agricultural practices.

- Households reached: 838
- Empowered women: 480
- Village Savings & Loan Associations: 19

New project phase: improving farmer income via agroforestry and purchasing of carbon credits



Rwanda

Increasing farmer income through sustainable farming and cow distribution.

- Households reached: 547
- Cows distributed: 547
- Income improvement: +66%
- Shade trees planted: 865



Vietnam

Improving coffee yield and reducing carbon footprint through regenerative agriculture.

- Household reach: 450
- Share trees planted: 6.000
- Carbon removal potential: 2.040 tCO₂



A group of children, primarily of African descent, are shown from the chest up, smiling broadly. The image is heavily overlaid with a semi-transparent red color, which serves as a background for the text. The children's faces are the focal point, with their eyes and mouths open in joyful expressions. The text is positioned on the left side of the image, over the red overlay.

**EVERY SIP
MAKES A
DIFFERENCE**

Selecta Coffee Fund