

50
years



INTERNATIONAL
COFFEE
ORGANIZATION

PJ 66/14

29 January 2014

Available in English and French

E

Projects Committee/
International Coffee Council
3 – 7 March 2014
London, United Kingdom

**Improving the participation of women in the
coffee value chain in Cameroon**

Background

1. This document, submitted by the Government of Cameroon, contains the summary of a project proposal designed to improve the participation of women in the coffee value chain in Cameroon. A copy of the full proposal is available from the ICO Secretariat upon request.
2. The proposal will be forwarded to the Virtual Screening Subcommittee (VSS) for an evaluation and will be considered by the Projects Committee in March 2014.

Action

The Projects Committee is requested to consider this proposal as well as the recommendations of the VSS and, if appropriate, to recommend its approval by the Council.

PROJECT SUMMARY

1. **Project title:** Improving the participation of women in the coffee value chain in Cameroon
2. **Duration:** 3 years
3. **Location:** Cameroon
4. **Nature of the project:** Building capacity of women coffee farmers group in commercialization to improve their share in value addition generation
5. **Project description:** The objective of this project is to increase the participation of women coffee farmer's organizations in the domestic commercialization chain. The project will contribute to reducing the number of intermediaries in the domestic market chain, increasing their share of international prices (FOB price). It will promote their participation in activities relating to coffee exports, getting closer to the external markets. The output to be achieved is an improved participation of women in the commercialization of coffee and the generation of added value. It is thus expected to increase the prices realized by the women in coffee in relation to the FOB and to commercialize all the coffee produced through farmer organizations. To achieve this, the project will be composed of four main components, including, internal and international marketing, processing and domestic consumption. Specifically, the project will include the following:
 - i) Provision of investment loans to strengthen marketing infrastructure (warehouses, transport facilities).
 - ii) Providing credit facilities as working capital to collect and store coffee before selling at improved prices.
 - iii) Capacity building of women in coffee through the provision of marketing information services and training.

- iv) Empowering women' organization in external marketing/building relationship with international trade.
- 6. **Project total estimated cost:** US\$1,219,400
- 7. **Financing from the Common Fund (CFC):**
 - Grant of US\$238,400
 - Loan: US\$669,000
 - Total CFC: US\$907,400
- 7. **Co-financing International Trade Centre (ITC):** Grant: US\$25,000
- 8. **Counterpart Contribution:** US\$287,000

Project Components

1. Provision of credit for building domestic marketing infrastructure/development of investment loans.
2. Provision of revolving credit as working capital to collect and store coffee.
3. Capacity building of women in coffee through the provision of marketing information services and training on quality assessment.
4. Empowering women through sales: Organizing meeting of supply chain partners in relevant importing countries.
5. Coordination, supervision and monitoring of the Project.

LOGICAL FRAMEWORK

Project Title: Improving the participation of women in the coffee value chain in Cameroon

Estimated Project Starting Date: October 2014

Estimated Project Completion Date: September 2017

Date of this Summary	Observed Verifiable Indicators (OVI)	Means of Verification	Assumptions
<p>Objective of the Programme The overall objective of the project is to increase income of women coffee farmers through building their capacity for better marketing and processing</p>	<ul style="list-style-type: none"> • Increased share of international price realized by farmers • Increased volume of coffee through direct sales by women organization • Increasing number of women involved in coffee • Increasing the income of women in coffee sector 	<ul style="list-style-type: none"> a. Analysis report of project impact b. Coffee Marketing Statistics c. National Agricultural Statistics d. UNDP report on Human Development e. ICO Statistics 	<ul style="list-style-type: none"> a. A favourable macroeconomic environment is created b. That government policy aimed at reducing poverty in coffee growing communities is maintained c. Continued commitment of the Government to promote gender balance in economic activities d. The Cocoa and Coffee Inter-professional Council (CICC) accepts to provide a guarantee fund for the CFC loan
<p>Objectives of the projects</p> <ul style="list-style-type: none"> a. Increase the participation of women coffee farmers in domestic commercialization b. Support to coffee marketing for an active involvement of women producers in the value chain c. Building relationship between women in coffee and international trade d. Capacity building of women organization through the provision of market information services and training 	<ul style="list-style-type: none"> a. Improve the participation of women in the coffee value chain b. Number of women benefitting from the project c. Increasing the number of women attracted to the coffee sector d. Farm-gate price actually paid to producers e. Multiplication of coffee sales outlets managed by women 	<ul style="list-style-type: none"> a. Agricultural Statistics b. Project Monitoring Report c. Mid-term and project completion Reports d. ICO Statistics e. Trade Statistics 	<ul style="list-style-type: none"> a. Coffee producers have the capacity and are happy to participate in the project b. Governments public and private institutions effectively participate in the project c. The CFC accepts regular transfers of donation to fund project activities d. Adequate support measures proposed by the project for women to bring them to participate in the project e. Local coffee prices competitive enough compared to other beverages

<p>Outcomes</p> <ul style="list-style-type: none"> a. Preferential price paid for quality coffee b. Farm-gate prices actually paid to producers c. Coffee producers have income on a permanent basis d. Number of intermediaries reduced in internal marketing e. Coffee growing becomes another source of employment for women f. Role of women is strengthened in the coffee industry g. Organizations of women in the coffee sector effective and well managed h. Direct link between women coffee farmers and international market 	<ul style="list-style-type: none"> • Loans disbursed to farmers organization • Coffee quality improved • Coffee storage facilities increased • Marketing infrastructure available • Women involved in the coffee industry • Producer organizations can have access to bank loans 	<ul style="list-style-type: none"> a. Project Impact Studies b. Surveys of producers c. Agricultural Statistics d. Trade Statistics e. Reports of regulatory bodies of the sector 	<ul style="list-style-type: none"> a. World coffee prices are kept at remunerative levels b. Regulatory structures of the sector continue to support the project c. Relatively good infrastructure for collecting products d. Women have access to land e. Women find attractive employment option in agriculture f. Local banks accept to support the project
<p>Outcomes: Activities and Resources</p> <ul style="list-style-type: none"> a. Provision of investment loans to strengthen marketing infrastructure b. Provision of credit facilities as working capital c. Building the capacity of women in coffee through the provision of marketing information services and training d. Empowering women's organization through building relationship with international trade e. Coordination, supervision, evaluation and dissemination of project results 	<p>Effort level/Expenditure</p> <p>Component 1: US\$166,800 Component 2: US\$555,400 Component 3: US\$79,400 Component 4: US\$29,000 Component 5: US\$388,800</p> <p>Total: US\$1,219,400</p> <p>CFC: US\$907,400 CFC-Grant: US\$238,400 CFC-Loan: US\$669,000 Co-financing: US\$25,000 Counterpart: US\$287,000</p>	<ul style="list-style-type: none"> a. Progress reports of the project by the Project Execution Agency b. Annual Audit Reports c. Monitoring and other periodical reports d. Participation of the Steering Committee e. Intermediate Evaluations and final Report f. ICO and CFC Supervision Reports 	<ul style="list-style-type: none"> a. All funds are provided in due course in accordance with the schedule of activities and workplans b. Good coordination of activities by the Executing Agency and collaborating institutions c. Private sector in Cameroon, the CICC remains committed to the programme